

# **EXHIBIT 154**

**AFFIDAVIT OF DENNIS E. HANSEN  
IN SUPPORT OF PLAINTIFFS'  
MOTION FOR PARTIAL SUMMARY JUDGMENT**

UNITED STATES DISTRICT COURT  
DISTRICT OF MINNESOTA

Select Comfort Corporation; and  
Select Comfort SC Corporation,

Court File No. 12-cv-2899-DWF-SER

Plaintiffs,

v.

**AFFIDAVIT OF  
SARAH BUTLER**

John Baxter; Dires, LLC d/b/a Personal  
Touch Beds and Personal Comfort Beds;  
Digi Craft Agency, LLC; Direct  
Commerce, LLC d/b/a Personal Touch  
Beds; Scott Stenzel; and Craig Miller,

Defendants.

STATE OF CALIFORNIA )

COUNTY OF San Francisco ) ss.

I, Sarah Butler, being first duly sworn upon oath, states:

1. I am a Vice President at NERA Economic Consulting. I was hired by Plaintiffs as an expert witness in this litigation. I have submitted an expert report and have provided deposition testimony regarding that report. I have personal knowledge of the facts set forth in this affidavit and in my expert report, and, if called on as a witness, I could and would competently testify as to the facts set forth therein.

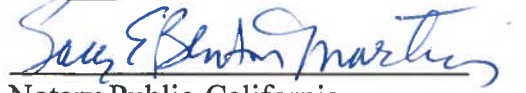
2. Attached hereto as **Exhibit A** is a true and correct copy of my expert report submitted in this litigation and dated May 20, 2015. If called on as a witness, I could and would competently testify consistent with the statements and conclusions set forth therein and consistent with the testimony set forth in my deposition regarding the report.

FURTHER AFFIANT SAYETH NOT.

Dated: August <sup>th</sup>7, 2015

  
Sarah Butler

Subscribed and sworn to before me  
this <sup>th</sup>17 day of August, 2015.

  
Notary Public-California  
My Commission Expires 10/19/16



# **EXHIBIT A**

**AFFIDAVIT OF SARAH BUTLER**

**IN THE UNITED STATES DISTRICT COURT  
DISTRICT OF MINNESOTA**

Select Comfort Corporation; and  
Select Comfort SC Corporation,

Plaintiffs/Counter-Defendants,

vs.

John Baxter;  
Dires, LLC;  
Scott Stenzel; and  
Craig Miller,

Defendants/Counter-Claimants,

And

Digi Craft Agency, LLC; and  
Direct Commerce, LLC,

Defendants.

Court File No. 12-cv-2899-DWF-SER

**EXPERT REPORT OF SARAH BUTLER**

**EXPERT REPORT OF SARAH BUTLER**

In connection with

Select Comfort Corporation et. al. vs. John Baxter et. al.

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## **I. QUALIFICATIONS**

1. I am a Vice President at NERA Economic Consulting (“NERA”) where I participate in the Intellectual Property, Product Liability, Antitrust, and Labor Practices. My business address is 4 Embarcadero Center, San Francisco, CA 94111. NERA is a firm providing expert statistical, survey, economic, and financial research analysis.

2. Among my responsibilities, I conduct survey research, market analysis, and sampling analysis on a wide range of topics regarding business and consumer decision making, consumer choice, and consumer behavior. In the course of my career, I have conducted numerous studies for leading corporations and government agencies involving research on consumers, employees, and businesses. My work has been included in numerous lawsuits involving issues of trademark and trade dress, false advertising, and secondary meaning, as well as in antitrust and employment related litigation. I am a member of the American Association of Public Opinion Research, the American Statistical Society, the Intellectual Property Section of the American Bar Association, and the International Trademark Association (INTA).

3. I have also worked as a market researcher conducting focus groups, in-depth interviews, and surveys of physicians and patients. I worked as an independent consultant conducting research for the Department of Environment and Rural Affairs in the United Kingdom. I have taught courses focused on or involving research methodologies in both the United States and Europe. I hold a Master’s Degree from Trinity College, Dublin and another Master’s Degree from Temple University.

4. I have substantial experience conducting and using surveys and focus groups to measure consumer opinions and behaviors regarding products and services including purchase processes, product attributes, branding and positioning, market segmentation, new product

research, and communications strategies. During my career in academic and commercial research, I have personally facilitated focus groups and conducted in-depth interviews. I have submitted expert reports, been deposed, and have testified at trial within the last five years. My current resume, attached as Exhibit A, includes a list of my testimony..

5. NERA is being compensated for my services in this matter at my standard rate of \$550 per hour. Other NERA consultants assisted me in this engagement and are being compensated at rates less than \$550 per hour. No part of NERA's or my compensation depends on the outcome of this litigation. Throughout this report, I have used the terms "I" and "my" to refer to work performed by me and/or others under my direction.

## **II. DOCUMENTS REVIEWED**

6. As part of my work, I reviewed the Plaintiffs' Second Amended Complaint ("Complaint") and the Defendants' Answer to Second Amended Complaint and Amended Counterclaims. A list of the specific materials I or my staff reviewed can be found in Exhibit B.

## **III. ASSIGNMENT AND SUMMARY OF OPINIONS**

7. I was retained by counsel for Plaintiffs/Counter-Defendants to evaluate whether or not the words NUMBER BED have secondary meaning for consumers and are seen as words associated with the products of one company.<sup>1</sup> I designed and implemented a study of relevant consumers and, based on this study, I have formed the following opinions:

- Approximately half of all respondents indicate that the words NUMBER BED are associated with one company.

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<sup>1</sup> I was originally retained by counsel in 2013. See paragraph 11 below.



- The percent of respondents identifying NUMBER BED with one company is comparable to the percent of respondents identifying TEMPUR-PEDIC and BEAUTY REST with one company.
- To ensure that the results for NUMBER BED were not simply the result of guessing, my study included a control condition.
- Only three percent of respondents identify the control condition, INNER SPRING, as words associated with one company.
- Using the control to net out guessing, these results demonstrate that 45 percent of respondents associate NUMBER BED with one company.

8. Given these findings, it is my opinion that a large proportion of mattress consumers believe that NUMBER BED is a phrase or set of words associated with one company. A detailed description of my results can be found below.

#### **IV. BACKGROUND**

9. I understand that Select Comfort designs, manufactures, and sells air bed products which can be adjusted to an individual's firmness and support preference. I further understand that Select Comfort brands these bed products as Sleep Number® beds and owns all associated trademark rights for this brand name.<sup>2</sup>

10. According to the Complaint, Defendants/Counter-Claimants have operated domain names and websites, namely personaltouchbed.com and personalcomfortbed.com, and sold mattresses through these sites.<sup>3</sup> To divert consumers to their sites, Defendants/Counter-

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<sup>2</sup> *Second Amended Complaint*, dated November 8, 2013 (hereafter "*Complaint*"), p. 4.

<sup>3</sup> *Complaint*, p. 11.

Claimants purchased Select Comfort's Sleep Number trademark (or portions of this mark) and display online advertising that is alleged to have caused consumer confusion.<sup>4</sup>

11. On November 8, 2013, Plaintiffs/Counter-Defendants Select Comfort Corporation and Select Comfort SC Corporation filed a complaint alleging, amongst other things, that:

Defendants purchased and/or used the keywords "Select Comfort," "Sleep Number," "Comfortaire," and "Number Bed" in Internet search engines, advertising sites, and shopping sites and continue to do so, to mislead, deceive and lure consumers, cause confusion, or divert customers seeking Sleep Number® beds and Select Comforts' goods, services, or website or Comfortaire® beds and Select Comfort SC's goods, services, or website.<sup>5</sup>

12. In its response, Defendants/Counter-Claimants argue that NUMBER BED is a descriptive term and use of this term does not constitute trademark infringement. Specifically Defendants/Counter-Claimants allege, "The phrase 'Number Bed' is not inherently distinctive because it does not inherently identify a particular source, but instead is merely a characteristic of Select Comfort's products and has not acquired distinctiveness through secondary meaning."<sup>6</sup>

13. To address this issue, I designed and implemented a secondary meaning survey of relevant consumers. The details of my survey and my results are described below.

## **V. SURVEY METHODOLOGY**

14. The design of this research follows generally accepted principles for the design of a survey to be used as evidence in litigation.<sup>7</sup> In general, the design of a reliable study requires careful attention to the following key areas:

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<sup>4</sup> *Complaint*, pp. 11-12.

<sup>5</sup> *Complaint*, p. 16-17.

<sup>6</sup> *Answer to Second Amended Complaint and Amended Counterclaims*, dated November 22, 2013, p. 22.

<sup>7</sup> Diamond, S. (2011) "Reference Guide on Survey Research" in the *Reference Manual on Scientific Evidence Third Edition*, Federal Judicial Center at:

- The definition of the relevant population;
- The procedures for sampling from the relevant population;
- The survey questions used;
- The nature of the specific stimuli shown to respondents; and
- The protocol for calculating the results from the survey.

The following discussion is organized around these key areas.

#### **A. Definition of the Relevant Population**

15. The population of interest for this study is consumers who have purchased a mattress or intend to purchase a mattress. Specifically, I define the relevant population as consumers 18 years of age or older who either have purchased a new mattress in the last three months or would consider purchasing a new mattress in the next three months.

#### **B. Sampling of the Relevant Population**

16. To identify and access the appropriate population for the study, respondents were contacted by phone and the interview was conducted by a live interviewer. The data collection company used random digit dialing to contact potential respondents on their landlines or cell phones. Random digit dialing allows for the selection of both listed and unlisted phone numbers. A total of twelve attempts were made to each selected number and NERA staff monitored a portion of the calling.<sup>8</sup>

17. To ensure that respondents were a part of the relevant population as defined in this case, a series of screening questions was asked. A copy of the questionnaire is attached as

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[http://www.fjc.gov/public/pdf.nsf/lookup/SciMan3D09.pdf/\\$file/SciMan3D09.pdf](http://www.fjc.gov/public/pdf.nsf/lookup/SciMan3D09.pdf/$file/SciMan3D09.pdf); Federal Judicial Center (2004) *Manual for Complex Litigation, Fourth*. Section 11.493, p. 102.

<sup>8</sup> In addition, the data collection firm validated 25 percent of the interviews by randomly selecting an interview in the data and then listening to the recorded interview to ensure data accuracy. Each interviewer also had a portion of his or her work monitored by the call center supervisor.

Exhibit C and the data are attached as Exhibit D. Potential respondents were asked to indicate their age to ensure they were 18 years of age or older and were screened out if they or someone in their household worked in market research or for a company that makes or sells mattresses.

18. In order to qualify for the survey, respondents had to meet either of the following conditions:

1. Have purchased a mattress in the last three months and had to have been the primary decision maker or been involved in the decision of which mattress to purchase; or
2. Plan on purchasing a mattress in the next three months and be likely to be the primary decision maker or be involved in the decision of which mattress to purchase.

### **C. Survey Questions and Procedures**

19. Once qualified, respondents were read a brief introduction and were then asked about five different sets of words. The order in which the words were read was random, such that the words heard first, second, third, fourth, and fifth varied across all respondents. In addition, half of the respondents heard the answer choices in one order and the remaining respondents heard the answer choices in the opposite word order.

20. The specific questions asked below are described using NUMBER BED as an example; the same questions were asked for the words, BEAUTY REST, INNER SPRING, TEMPUR-PEDIC, and WATER BED.

21. Qualified respondents in the survey were asked the following key question:

Do you associate the words “**NUMBER BED**” with the mattresses of one company, more than one company or do you not know?

1. One company
2. More than one company
3. Don't know, no opinion

22. Two follow up questions ("What makes you say that?" and "Anything else you can tell me about NUMBER BED?") were included to understand why the respondent made his or her particular selection.

23. This same set of questions was asked for each of the five sets of words. Half of the respondents were asked the questions with "one company" appearing first, both in the question wording and in the answer choices, while the other half of respondents heard "more than one company" first in the question and answer choices.

24. After completing these questions, respondents were thanked for their participation. Upon closing the survey, the interviewer recorded each respondent's gender by observation.

## **VI. RESULTS**

25. A total of 301 phone interviews were completed. Of these interviews, 259 were calls placed to landlines and 42 were calls placed to personal cell phones.

26. Of the 301 respondents, 47.8 percent (144 respondents) indicate that NUMBER BED are words associated with the products of one company. In response to why they selected "one company," a number of respondents (34, or 23.6 percent) mentioned Sleep Number, or the Select Comfort company, by name. Other respondents indicated that they believe the words are associated with one company because they are familiar with the television, print, or radio commercials or have seen a store, or even that they own the product, know someone who owns the product, or have slept on the product themselves.

27. To control for guessing and background noise, I also included a control condition. A total of 3.0 percent (nine respondents) indicate that INNER SPRING are words associated with the products of one company.<sup>9</sup>

28. Using INNER SPRING as a control to net out those responses that may result from guessing or background noise, the total percent of respondents who associate NUMBER BED with the products of one company is 44.9 percent. These results are shown below in Table 1.

**Table 1**  
**Respondents who Associate the Words "NUMBER BED"**  
**with One Company**

| Response              | Group            |                        |                  |                        | Difference <sup>1</sup>     |                        |
|-----------------------|------------------|------------------------|------------------|------------------------|-----------------------------|------------------------|
|                       | "NUMBER BED"     |                        | "INNER SPRING"   |                        |                             |                        |
|                       | -(Count)-<br>(b) | ---(Percent)---<br>(c) | -(Count)-<br>(d) | ---(Percent)---<br>(e) | -(Count)-<br>(f)<br>(b)-(d) | ---(Percent)---<br>(g) |
| One Company           | 144              | 47.8 %                 | 9                | 3.0 %                  | 135                         | 44.9 %                 |
| More than One Company | 26               | 8.6                    | 147              | 48.8                   | (121)                       | (40.2)                 |
| Don't Know/No Opinion | 131              | 43.5                   | 145              | 48.2                   | (14)                        | (4.7)                  |
| <b>Total:</b>         | <b>301</b>       | <b>100.0 %</b>         | <b>301</b>       | <b>100.0 %</b>         | <b>301</b>                  | <b>100.0 %</b>         |

<sup>1</sup> The total for column (f) is listed as 301 because the percentages listed in column (g) are out of 301.

Source: NERA Mattress Survey, March 2013.

29. The rate at which respondents identify NUMBER BED as words associated with the mattresses of one company is comparable to the rates for consumers who identify TEMPUR-PEDIC and BEAUTY REST as words associated with the products of one company. A total of

<sup>9</sup> My study also asked respondents about WATER BED. A total of 2.7 percent of respondents say that WATER BED is associated with one company.

48.2 percent (145 respondents) associate TEMPUR-PEDIC with the products of one company, and a total of 52.8 percent (159 respondents) associate BEAUTY REST with the products of one company. These results are shown below in Table 2.

**Table 2**

**Respondents who Associate the Words  
"NUMBER BED", "TEMPUR-PEDIC", and "BEAUTY REST"  
with One Company**

| <b>Response</b>       | <b>"NUMBER BED"</b> |                        | <b>"TEMPUR-PEDIC"</b> |                        | <b>"BEAUTY REST"</b> |                        |
|-----------------------|---------------------|------------------------|-----------------------|------------------------|----------------------|------------------------|
|                       | <b>-(Count)-</b>    | <b>---(Percent)---</b> | <b>-(Count)-</b>      | <b>---(Percent)---</b> | <b>-(Count)-</b>     | <b>---(Percent)---</b> |
| <b>(a)</b>            | <b>(b)</b>          | <b>(c)</b>             | <b>(d)</b>            | <b>(e)</b>             | <b>(f)</b>           | <b>(g)</b>             |
| One Company           | 144                 | 47.8 %                 | 145                   | 48.2 %                 | 159                  | 52.8 %                 |
| More than One Company | 26                  | 8.6                    | 48                    | 15.9                   | 24                   | 8.0                    |
| Don't Know/No Opinion | 131                 | 43.5                   | 108                   | 35.9                   | 118                  | 39.2                   |
| <b>Total:</b>         | <b>301</b>          | <b>100.0 %</b>         | <b>301</b>            | <b>100.0 %</b>         | <b>301</b>           | <b>100.0 %</b>         |

Source: NERA Mattress Survey, March 2013.

## **VII. VALIDATING RESEARCH**

30. The survey I conducted was completed in March 2013, and it is reasonable to assume that the same survey conducted today would generate comparable results and would allow me to draw the same conclusions.

31. I have reviewed a number of current mattress buying guides to evaluate whether the words used in my 2013 survey have changed.<sup>10</sup> As in 2013, buying guides and websites today still use the words TEMPUR-PEDIC and BEAUTY REST to describe brands of mattresses. Words such as INNER SPRING and “air bed/mattress” are generally still used today to describe types of mattresses and do not refer to specific brands. My review of these websites provides support for my conclusions based on my 2013 survey and demonstrates that the words

<sup>10</sup> See Exhibit E for examples.

tested in my survey are still in use and currently refer to brands or product categories as they did in 2013.


### **VIII. CONCLUSIONS**

32. The results of my study demonstrate that almost half of relevant consumers associate NUMBER BED with one company. A net rate of 45 percent of respondents from the relevant population indicate that the words NUMBER BED are associated with the products of one company. These data also suggest that a number of consumers can readily identify the company associated with NUMBER BED. Almost one quarter of respondents associating NUMBER BED with one company specifically name Select Comfort or Sleep Number.

33. The rate at which respondents associate NUMBER BED with the products of one company is comparable to the rate at which consumers associate the words BEAUTY REST and TEMPUR-PEDIC with mattresses from one company.

34. These results reliably demonstrate that NUMBER BED has secondary meaning in the minds of consumers who have recently purchased a mattress or are considering purchasing a mattress.

35. My opinions and conclusions as expressed in this report are to a reasonable degree of professional and scientific certainty. My work is ongoing and my opinions will continue to be informed by any additional material that becomes available to me.



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Sarah Butler, Vice President

May 20, 2015



# Exhibit A

## NERA

Economic Consulting

Sarah Butler  
Vice President

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### **SARAH BUTLER, M.A.** **VICE PRESIDENT**

Ms. Butler is an expert in survey research, market research, sampling, and statistical analysis. She has applied her expertise in a wide range of litigation and strategic business cases. Her litigation and project experience includes survey research, market research, the design of samples, and the statistical and demographic analysis of large data files in a number of areas including:

#### Intellectual Property

- Trademark and Trade Dress Infringement: Design, analysis, and critique of surveys used to measure consumer confusion, secondary meaning, and dilution in trademark and trade design infringement cases.
- False and Misleading Advertising: Design, analysis and critique of surveys used to measure consumer perceptions and the materiality of advertising claims.
- Patent Infringement: Sample designs and surveys to the value of patented feature of a larger product and to establish rates at which infringing material exist in populations of products.
- Copyright infringement: Sampling plans and analysis of the rates of infringing material in populations of shared information (such as through websites or other sharing medium).

#### Mass Torts/Class Actions

- Conduct surveys and design samples providing evidence on issues of commonality and consumers' awareness of key documents or facts and reliance on representations.
- Analyze large databases of claims files to generate invoices, estimate future liabilities and calculate policy shares for insurer liabilities in asbestos, tobacco and pharmaceuticals.
- Design, analyze and critique surveys and sampling plans used to evaluate employment and promotion records. Review and design surveys for purposes of estimating key facts in labor class actions including time to complete activities, exempt/nonexempt activities, and meal and rest break issues.

**Antitrust**

- Design, analysis and critique of surveys and other market research used as evidence of consumer purchasing and switching behavior in the areas of CPG, entertainment, automobiles, public transportation, sports and consumer electronics.
- Design, analysis and critique of surveys used to demonstrate consumer price sensitivities and willingness to pay.

Prior to joining NERA, Ms. Butler worked in market research, conducting survey research, focus groups and in-depth interviews.

**Education****Temple University**

ABD Applied Sociology, coursework, exams and dissertation proposal complete (2005).

**Temple University**

M.A. Sociology, (2000).

**Trinity College, Dublin Ireland**

M.Phil. (1997).

**Wellesley College**

B.A. Sociology and History (with honors). (1995).

**Professional Experience**

|                     |   |
|---------------------|---|
| July 2006 - Present | <b>Senior Consultant – Vice President</b><br>NERA Economic Consulting<br>San Francisco, California, USA |
| Oct 2005 – May 2006 | <b>Special Consultant</b><br>NERA Economic Consulting<br>London, England                                |
| Jan 2003 – Oct 2005 | <b>Senior Analyst - Consultant</b><br>NERA Economic Consulting<br>Philadelphia, Pennsylvania, USA       |

|                      |  |
|----------------------|--|
| 2002 - 2003          | <b>Consultant</b><br>Integrated Marketing Associates<br>Bryn Mawr, PA, USA                         |
| Oct 1998 - Jan 2002  | <b>Research Associate – Analyst</b><br>NERA Economic Consulting<br>Philadelphia, Pennsylvania, USA |
| Sept 1998 – May 2003 | <b>Adjunct Professor</b><br>Temple University<br>Philadelphia, Pennsylvania, USA                   |
| Jan 1997 – Feb 1998  | <b>Manager of Member Research</b><br>Society for Neuroscience<br>Washington DC, USA                |

## Expert Analysis and Testimony

In the Matter of Certain Footwear Products. United States International Trade Commission, Washington DC. Survey to evaluate secondary meaning associated with footwear. [Expert Report: April 17, 2015. Rebuttal Report: May 13, 2015. Deposition: May 19, 2015.]

Circle Click Media LLC, Metro Talent LLC, and CTNY Insurance Group v. Regus Management Group, LLC, Regus Business Centre LLC, Regus PLC and HQ Global Workplaces LLC. Northern District of California. Survey of business consumers used to address class certification and false advertising claims. [Expert Report: April 1, 2015. Deposition: May 6, 2015.]

In re Determination of Royalty Rates and Terms for Ephemeral Recording and Digital Performance of Sound Recordings. Before the United States Copyright Board. Survey and Expert Report on consumer substitution of various music listening options. [Expert Report: February 24, 2015. Deposition: March 27, 2015.]

Larry Butler, Joseph Leonard, Kevin Barnes, Victor Matos, Alfred Blair, and Martin Champion, Individually And On Behalf of All Others Similarly Situated\* v. Sears, Roebuck and CO. Northern District of Illinois – Eastern Division. Surveys, statistical analysis and Expert Report on issues of experienced rates and consumer preference for machines with product defects. [Expert Report: February 2, 2015.]

Church & Dwight Co. Inc. v. SPD Swiss Precision Diagnostics GmbH\* Southern District of New York Report on surveys used in false advertising matter. [Expert Report: December 15, 2014. Deposition: January 16, 2015. Written Testimony: February 17, 2015. Trial testimony: April 29, 2015.]

Real Foods Pty, LTD.\* v. Frito-Lay North America, Inc. United States Patent and Trademark Office - TTAB Survey and Expert report on issues of genericness. [Expert Report: September 26, 2014. Rebuttal Report: March 31, 2015.]

Ingrid and Isabel, LLC\* v. Baby Be Mine, LLC United States District Court Northern District of California Product testing and statistical analysis of maternity bands and false advertising. [Expert Report: May 27, 2014.]

KIND, LLC\* v. Clif Bar & Company. United States District Court Southern District of New York Research on actual confusion related to trade dress. [Expert Report: April 11, 2014. Preliminary Injunction Testimony: April 28, 2014.]

T-Mobile US, Inc. and Deutsche Telekom AG\* v. Aio Wireless LLC. United States District Court Southern District of Texas, Houston Division Survey and Expert report on issues of fame and dilution. [Expert Report: August 13, 2013. Deposition: October 4, 2013.]

Reynolds Consumer Products, Inc.\* v. Handi-Foil Corporation. United States District Court, Eastern District of Virginia, Alexandria Division. Survey and Expert report on issues of trade dress infringement. [Expert Report: July 12, 2013. Deposition: September 9, 2013. Trial Testimony: March 25<sup>th</sup>, 2014.]

Shurtape Technologies, LLC and Shurtech Brands, LLC\* v. 3M Company. United States District Court, Western District of North Carolina, Statesville Division. Expert rebuttal report on issues of trademark confusion. [Expert Report: July 2, 2013. Deposition: July 30, 2013.]

Eastman Chemical Company v. Plastipure, Inc., and Certichem, Inc.\*, United States District Court, Western District of Texas, Austin Division. Survey and Expert rebuttal report on issues of false advertising. [Expert Report: March 1, 2013. Deposition: March 15, 2013.]

Select Comfort Corporation,\* v. The Sleep Better Store, LLC., United States District Court, District of Minnesota. Survey and Expert report for evidence of secondary meaning. [Expert report: March 1, 2013.]

In re: Whirlpool Corp. Front-Loading Washer Products Liability Litigation, United States District Court, For the Northern District of Ohio, Eastern Division. Survey and statistical analysis used to evaluate the discount consumers would require if disclosures regarding front-loading washing machines were made prior to purchase. [Expert Report: November 2, 2012. Deposition: December 13, 2012. Rebuttal Report: April 26, 2013. Deposition: January 15, 2014. Trial Testimony: October, 2014.]

Economic Analysis of Home Improvement Demand and Preferences in Mexico Using Survey Data: On behalf of Lowe's Mexico. Report submitted to Federal Competition Commission of Mexico (CFC). Designed survey and aided in data analysis for research on consumer preferences and willingness to pay for home improvement supplies. [October 2012.]

Apple Inc.\* vs. Samsung Electronics Co. LTD et al, United States District Court, Northern District of California, San Jose Division. Consulting expert on surveys related to confusion and dilution in a trade dress infringement matter involving smart phones and tablet computers. [March 2012.]

Daniel Taheri, M.D. and Valencia Dermatology and Laser Center and Parviz Taheri vs. Aetna U. S. Healthcare, Inc. and Aetna U. S. Healthcare and Aetna Health of California, Inc. American Arbitration Association. Statistical expert appointed by Association to design sample to estimate amounts owed on claims. [Work and Testimony conducted September 2010 – September 2011.]

Children Without Borders, Inc. vs. Mèdecins Sans Frontières d/b/a Doctors Without Borders\* United States District Court for the District of Massachusetts. Design and implement survey for evidence in a likelihood of confusion case. [Expert Report: July 25, 2011.]

Merck Eprova AG vs. Brookstone Pharmaceuticals, L.L.C. a/k/a Acella Pharmaceuticals\*, United States District Court, Southern District of New York. Expert report on issues of false advertising and survey used as evidence of misleading and materiality claims. [Expert Report: July 18, 2011. Deposition: September 13, 2011. Trial Testimony: November 18, 2011.]

Georgia-Pacific Consumer Products LP vs. Global Tissue Group, Inc.\* United States Patent and Trademark Office, Trademark Trial and Appeal Board. Expert report on issues of trademark confusion and secondary meaning. [Expert Report: July 8<sup>th</sup>, 2011. Deposition: September 9, 2011.]

CHEK-MED Systems, Inc.\* vs. PMT Corp. and Permark, Inc. United States District Court, Middle District of Pennsylvania. Design and implement survey for evidence in false and misleading advertising claims. [Expert Report: June 22<sup>nd</sup>, 2011. Deposition: August 11, 2011.]

National Association of Independent Housing Professionals, Inc.\* vs. Board of Governors of the Federal Reserve System. et. al. United States District Court, District of Columbia. Expert report on issues of false and misleading advertising and materiality claims. [Expert Report: March 24<sup>th</sup>, 2011]

Sciele Pharma, Inc. vs. Brookstone Pharmaceuticals, L.L.C. a/k/a Acella Pharmaceuticals\*, United States District Court, Northern District of Georgia, Atlanta Division. Expert report on issues of false advertising and survey used as evidence of misleading and materiality claims. [Expert Report: September 22<sup>nd</sup>, 2010. Deposition: December 1<sup>st</sup>, 2010.]

PamLab, L.L.C. and Metabolite Laboratories, Inc. vs. Brookstone Pharmaceuticals, L.L.C. a/k/a Acella Pharmaceuticals\*, United States District Court, Eastern District of Louisiana. Expert report on issues of false advertising and survey used as evidence of misleading and material claims. [Expert Report: September 14<sup>th</sup>, 2010. Deposition: September 29<sup>th</sup>, 2010.]

Confidential client. Design and implement survey used to determine market shares and price elasticity for brands of hair relaxers [2010].

Jack Branning et al. vs. Apple Computer, Inc.\* Expert analysis on issues of sampling records in a consumer class action. [Testimony: April 2008].

\* Retaining party

## **Publications and Presentations**

“Using Survey Methods to Demonstrate the Value of Personal Information and Privacy” (May 2015) *Panel on Privacy, Security and IRBs – American Association for Public Opinion Research*, Annual Meeting, Hollywood Florida.

“Battle of the Experts—Deploying the Proper Scientific Methodology for Supporting or Challenging Claims” (March 13, 2015) invited panelist at the *Advanced Forum on Resolving & Litigating Advertising Disputes*.

“Effective Use of Surveys in Trademark Litigation,” (August, 2014) *Knowledge Group Webinar*.

“The Use of Statistical Sampling Post-Duran,” (August, 2014) *Law360*.

“The Value of Personal Information to Consumers of Online Services: Evidence from a Discrete Choice Experiment,” (June 19, 2014). *National Economic Research, Inc.*

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“Use of Surveys in Intellectual Property Disputes,” (2005) with Eugene P. Ericksen, in *Economic Approaches to Intellectual Property Policy, Litigation and Management Issues*, Gregory K. Leonard and Lauren J. Stiroh (eds.) National Economic Research Associates, Inc.

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“Using Surveys to Determine Damages in Patent Infringement Cases” presented at *Calculating and Proving Patent Damages* workshop, January 2004 San Diego, CA.

“Using Surveys to Determine Damages in Patent Infringement Cases” presented at *Calculating and Proving Patent Damages* workshop, June 2003, McLean, VA.

## **Professional Associations**

Member, American Association of Public Opinion Research and World Association for Public Opinion Research, Member, American Statistical Association, Member, American Bar Association, Intellectual Property Section, Member, International Trademark Association (INTA), Reviewer for *Trademark Reporter*, Member, American Marketing Association.



# Exhibit B

PRIVILEGED AND CONFIDENTIAL

**Exhibit B**  
**Materials Considered**

**Court Documents**

- Second Amended Complaint , Select Comfort Corporation; and Select Comfort SC Corporation v. John Baxter, et al., US District Court, District of Minnesota, Court File No. 12-cv-2899-DWF-SER, dated November 8, 2013.
- Answer to Second Amended Complaint and Amended Counterclaims, Select Comfort Corporation; and Select Comfort SC Corporation v. John Baxter, et al., US District Court, District of Minnesota, Court File No. 12-cv-2899-DWF-SER, dated November 22, 2013.
- Plaintiff's Revised Second Supplemental Answer to Defendants' Interrogatory No. 4, Select Comfort Corporation; and Select Comfort SC Corporation v. John Baxter, et al., US District Court, District of Minnesota, Court File No. 12-cv-2899-DWF-SER, dated April 10, 2015.

**Reports**

- Expert Report of Sarah Butler, March 1, 2013.

**Data**

- Advertisement Keyword Data, Attachments A-F.

**Websites**

- "Buying a Mattress", Sears, accessed May 15, 2015, [http://www.sears.com/articles/home/mattresses/buying-a-mattress.html?sid=ISx20140327xNonBrand&psid=27x193089&knshCrid=4249055&k\\_clickID=\\_kenshoo\\_clickid\\_&ef\\_id=VIh6OAAABabuqn7u:20150520173922:s](http://www.sears.com/articles/home/mattresses/buying-a-mattress.html?sid=ISx20140327xNonBrand&psid=27x193089&knshCrid=4249055&k_clickID=_kenshoo_clickid_&ef_id=VIh6OAAABabuqn7u:20150520173922:s).
- "Mattress buying guide", Consumer Reports, last updated February 2015, accessed May 15, 2015, <http://www.consumerreports.org/cro/mattresses/buying-guide.htm>.
- "Mattress Buying Guide", The Mattress Nerd, accessed May 15, 2015, <http://www.mattressnerd.com/mattress-buying-guide/>.
- "Mattress Types", The Better Sleep Council, accessed May 15, 2015, <http://bettersleep.org/mattresses-and-more/mattress-types/>.

PRIVILEGED AND CONFIDENTIAL

**Bates Numbered Documents**

- Letter to Relief-Mart Inc. , SCC00078611 - SCC00078616, August 15, 2014.
- Sleep Number Bed vs Personal Comfort Number Bed Mattress, SCC00060368 - SCC00060482, dated February 26, 2014.
- Web Search, "Number Bed", Bing.com, SCC00064369 - SCC00064370, dated February 27, 2013.
- Web Search, "Sleep Number", Bing.com, SCC00064372, dated February 27, 2013.
- Web Search, "Sleep Number Mattress", Google.com, SCCOOO62017 - SCCOOO62018, dated April 30, 2013.
- Web Search, "Personal Comfort Bed", Bing.com, SCCOOO60996, dated May 6, 2013.
- Web Search, "Sleep Number Bed", Google.com, SCCOOO62341 - SCCOOO62342, dated June 14, 2013.
- Web Search, "Personal Comfort Bed", Google.com, SCCOOO62605 - SCCOOO62606, dated July 25, 2013.
- Web Search, "Select Comfort", Google.com, SCC00062631, dated July 30, 2013.
- Web Search, "Sleep Number Bed", Yahoo.com, SCC00072591 - SCC00072593, dated May 5, 2014.
- Web Search, "Sleep Number", Bing.com, SCC00072242 - SCC00072243, dated June 26, 2014.
- Web Search, "Number Bed", Google.com, SCC00073160 - SCC00073161, dated July 3, 2014.
- Web Search, "Number Bed", Yahoo.com, SCC00073343 - SCC00073345, dated July 31, 2014.
- Web Search, "Sleep Number", Google.com, SCC00072538 - SCC00072539, dated July 31, 2014.
- Web Search, "Sleep Number Bed", Google.com, SCC00072534 - SCC00072535, dated July 31, 2014.

# Exhibit C

# Mattress Survey

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## INTRODUCTION:

S1. Hi, my name is \_\_\_\_\_ and I am calling from \_\_\_\_, a survey firm in \_\_. We are conducting a brief study of consumers and particular products.

I am not selling anything and this interview will take less than five minutes of your time. I will not ask for your name and your answers will be completely confidential.

Are you someone in your household who makes decisions about what products to purchase for your household?

1. Yes
2. No **[SCREEN OUT] [ASK TO SPEAK TO QUALIFIED RESPONDENT. IF NOT HOME/AVAILABLE SCHEDULE CALL BACK TIME]**
3. Don't Know/REF **[SCREEN OUT]**

S2. Do you or does anyone else in your household work for any of the following? **[RANDOMIZE. READ ENTIRE LIST AND CHECK ALL THAT APPLY] (INT: READ LIST)**

1. A market research company **[SCREEN OUT]**
2. A company that manufactures or sells mattresses **[SCREEN OUT]**
3. A company that manufactures or sells clothing
4. A hospital or doctor's office
5. None of the above

S3. In the past three months, have you or has anyone in your household purchased a mattress?

1. Yes
2. No **[GO TO S5]**
3. Don't Know/REF **[GO TO S5]**

S4. Thinking about your recent mattress purchase, were you... **[RANDOMIZE ANSWER CHOICES]**? **(INT: READ LIST)**

1. The primary decision maker in the purchase **[GO TO S7]**
2. Involved in the decision, but not the primary decision maker in the purchase **[GO TO S7]**
3. Not involved in the decision to purchase **[SCREEN OUT]**
4. Don't Know/No opinion **[SCREEN OUT]**

S5. In the next three months, are you or is anyone in your household considering purchasing a mattress?

1. Yes
2. No **[SCREEN OUT]**
3. Don't Know/No opinion **[SCREEN OUT]**

S6. Thinking about the purchase of that mattress, are you likely to be... **[RANDOMIZE ANSWER CHOICES]**? **(INT: READ LIST)**

1. The primary decision maker in the purchase **[GO TO S7]**
2. Involved in the decision, but not the primary decision maker in the purchase **[GO TO S7]**
3. Not involved in the decision to purchase **[SCREEN OUT]**
4. Don't Know/REF **[SCREEN OUT]**

**QUALIFYING INSTRUCTION:**

**RESPONDENT MUST HAVE PURCHASED A MATTRESS IN THE PAST THREE MONTHS OR BE CONSIDERING A MATTRESS PURCHASE IN THE NEXT THREE MONTHS AND BE THE PRIMARY DECISION MAKER OR INVOLVED IN THE PURCHASE DECISION.**

S7. And into which of the following categories does your age fall? (INT: READ LIST)

1. 18 to 29
2. 30 to 39
3. 40 to 49
4. 50 to 59
5. 60 to 75
6. 75 years or older
7. Under 18 or refused [SCREEN-OUT] (VOL)

#### MAIN QUESTIONNAIRE

INTRO: You mentioned that you [IF S3/1 REF: PURCHASED A MATTRESS IN THE LAST THREE MONTHS/ IF S5/1 REF: ARE CONSIDERING PURCHASING A MATRESS IN THE NEXT THREE MONTHS – INSERT CORRECT RESPONSE].

[HALF OF ALL SURVEY RESPONDENTS SHOULD HAVE ORDER NUMBER ONE. HALF OF RESPONDENTS SHOULD HAVE ORDER NUMBER 2. RECORD ORDER NUMBER]

[WITHIN EACH ORDER NUMBER, RANDOMIZE Q1-Q1b, Q2-Q2b, Q3-Q3b, Q4-Q4b, Q5-Q5b BELOW. RECORD ORDER. ]

#### Q100 BEHIND THE SCENES QUESTION TO HOLD ORDER

1 ORDER NUMBER 1

2 ORDER NUMBER 2

#### Q105 BEHIND THE SCENES QUESTION TO HOLD ORDER

1 Q1-Q1B

2 Q2-Q2B

3 Q3-Q3B

4 Q4-Q4B

5 Q5-Q5b

**ORDER NUMBER 1**

Q1. Do you associate the words "**BEAUTY REST**" with the mattresses of one company, more than one company or do you not know?

1. One company
2. More than one company
3. Don't know, no opinion

Q1a. What makes you say that? **[RECORD VERBATIM]**

Q1b. Anything else you can tell me about "**BEAUTY REST**"? **[RECORD VERBATIM]**

Q2. Do you associate the words "**TEMPUR-PEDIC**" with the mattresses of one company, more than one company or do you not know?

1. One company
2. More than one company
3. Don't know, no opinion

Q2a. What makes you say that? **[RECORD VERBATIM]**

Q2b. Anything else you can tell me about "**TEMPUR-PEDIC**"? **[RECORD VERBATIM]**

Q3. Do you associate the words "**NUMBER BED**" with the mattresses of one company, more than one company or do you not know?

1. One company
2. More than one company



3. Don't know, no opinion

Q3a. What makes you say that? **[RECORD VERBATIM]**

Q3b. Anything else you can tell me about "**NUMBER BED**"? **[RECORD VERBATIM]**

Q4. Do you associate the words "**INNER SPRING**" with the mattresses of one company, more than one company or do you not know?

1. One company
2. More than one company
3. Don't know, no opinion

Q4a. What makes you say that? **[RECORD VERBATIM]**

Q4b. Anything else you can tell me about "**INNER SPRING**"? **[RECORD VERBATIM]**

Q5. Do you associate the words "**WATER BED**" with the mattresses of one company, more than one company or do you not know?

1. One company
2. More than one company
3. Don't know, no opinion

Q5a. What makes you say that? **[RECORD VERBATIM]**

Q5b. Anything else you can tell me about "**WATER BED**"? **[RECORD VERBATIM]**

**ORDER NUMBER 2**

Q1. Do you associate the words "**BEAUTY REST**" with the mattresses of more than one company, one company or do you not know?

1. More than one company
2. One company
3. Don't know, no opinion

Q1a. What makes you say that? **[RECORD VERBATIM]**

Q1b. Anything else you can tell me about "**BEAUTY REST**"? **[RECORD VERBATIM]**

Q2. Do you associate the words "**TEMPUR-PEDIC**" with the mattresses of more than one company, one company or do you not know?

1. More than one company
2. One company
3. Don't know, no opinion

Q2a. What makes you say that? **[RECORD VERBATIM]**

Q2b. Anything else you can tell me about "**TEMPUR-PEDIC**"? **[RECORD VERBATIM]**

Q3. Do you associate the words "**NUMBER BED**" with the mattresses of more than one company, one company or do you not know?

1. More than one company
2. One company
3. Don't know, no opinion

Q3a. What makes you say that? **[RECORD VERBATIM]**

Q3b. Anything else you can tell me about ***“NUMBER BED”***? [RECORD VERBATIM]

Q4. Do you associate the words ***“INNER SPRING”*** with the mattresses of more than one company, one company or do you not know?

1. More than one company
2. One company
3. Don't know, no opinion

Q4a. What makes you say that? [RECORD VERBATIM]

Q4b. Anything else you can tell me about ***“INNER SPRING”***? [RECORD VERBATIM]

Q5. Do you associate the words ***“WATER BED”*** with the mattresses of more than one company, one company or do you not know?

1. More than one company
2. One company
3. Don't know, no opinion

Q5a. What makes you say that? [RECORD VERBATIM]

Q5b. Anything else you can tell me about ***“WATER BED”***? [RECORD VERBATIM]

**QEND:** Those were all my questions for you, thank you very much for your time and help and good bye.

QAgender. [INTERVIEWER: RECORD GENDER BY OBSERVATION]

1. Male
2. Female

# Exhibit D

| RecordNo | stype    | S2M1 | S2M2 | S2M3 | S2M4 | S2M5 | S3  |
|----------|----------|------|------|------|------|------|-----|
| 29       | Landline | No   | No   | No   | Yes  | No   | Yes |
| 109      | Landline | No   | No   | No   | Yes  | No   | Yes |
| 123      | Landline | No   | No   | No   | No   | Yes  | No  |
| 152      | Landline | No   | No   | No   | No   | Yes  | No  |
| 156      | Landline | No   | No   | No   | No   | Yes  | No  |
| 311      | Landline | No   | No   | No   | No   | Yes  | Yes |
| 384      | Landline | No   | No   | Yes  | No   | No   | No  |
| 474      | Landline | No   | No   | No   | No   | Yes  | No  |
| 683      | Landline | No   | No   | No   | No   | Yes  | Yes |
| 749      | Landline | No   | No   | No   | No   | Yes  | No  |
| 822      | Landline | No   | No   | No   | No   | Yes  | No  |
| 1058     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 1210     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 1372     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 1442     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 1651     | Landline | No   | No   | No   | No   | Yes  | No  |
| 1663     | Landline | No   | No   | No   | No   | Yes  | No  |
| 1750     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 1753     | Landline | No   | No   | No   | No   | Yes  | No  |
| 1849     | Landline | No   | No   | No   | Yes  | No   | No  |
| 2063     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 2141     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 2457     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 2467     | Landline | No   | No   | No   | No   | Yes  | No  |
| 2637     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 2674     | Landline | No   | No   | No   | Yes  | No   | No  |
| 2766     | Landline | No   | No   | No   | No   | Yes  | No  |
| 2816     | Landline | No   | No   | No   | Yes  | No   | No  |
| 2861     | Landline | No   | No   | No   | No   | Yes  | No  |
| 2953     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 3046     | Landline | No   | No   | No   | Yes  | No   | No  |
| 3285     | Landline | No   | No   | No   | Yes  | No   | Yes |
| 3293     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 3389     | Landline | No   | No   | No   | No   | Yes  | No  |
| 3473     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 3496     | Landline | No   | No   | No   | No   | Yes  | No  |
| 3609     | Landline | No   | No   | Yes  | No   | No   | No  |
| 3650     | Landline | No   | No   | No   | No   | Yes  | No  |
| 3816     | Landline | No   | No   | No   | No   | Yes  | No  |
| 3826     | Landline | No   | No   | No   | No   | Yes  | No  |

| RecordNo | stype    | S2M1 | S2M2 | S2M3 | S2M4 | S2M5 | S3  |
|----------|----------|------|------|------|------|------|-----|
| 4007     | Landline | No   | No   | No   | No   | Yes  | No  |
| 4010     | Landline | No   | No   | No   | No   | Yes  | No  |
| 4156     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 4170     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 4362     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 4514     | Landline | No   | No   | No   | No   | Yes  | No  |
| 4596     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 4702     | Landline | No   | No   | No   | No   | Yes  | No  |
| 4705     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 4758     | Landline | No   | No   | No   | No   | Yes  | No  |
| 4957     | Landline | No   | No   | No   | No   | Yes  | No  |
| 5212     | Landline | No   | No   | No   | No   | Yes  | No  |
| 5267     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 5268     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 5286     | Landline | No   | No   | No   | Yes  | No   | No  |
| 5322     | Landline | No   | No   | No   | No   | Yes  | No  |
| 5370     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 5398     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 5526     | Landline | No   | No   | No   | No   | Yes  | No  |
| 5562     | Landline | No   | No   | No   | No   | Yes  | No  |
| 5826     | Landline | No   | No   | No   | No   | Yes  | No  |
| 6026     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 6035     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 6052     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 6161     | Landline | No   | No   | No   | No   | Yes  | No  |
| 6330     | Landline | No   | No   | No   | No   | Yes  | No  |
| 6347     | Landline | No   | No   | No   | Yes  | No   | No  |
| 6483     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 6912     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 7002     | Landline | No   | No   | No   | No   | Yes  | No  |
| 7017     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 7036     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 7153     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 7281     | Landline | No   | No   | No   | No   | Yes  | No  |
| 7404     | Landline | No   | No   | Yes  | No   | No   | Yes |
| 7733     | Landline | No   | No   | No   | No   | Yes  | No  |
| 7963     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 8010     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 8275     | Landline | No   | No   | No   | Yes  | No   | Yes |
| 8292     | Landline | No   | No   | No   | Yes  | No   | Yes |

| RecordNo | stype    | S2M1 | S2M2 | S2M3 | S2M4 | S2M5 | S3  |
|----------|----------|------|------|------|------|------|-----|
| 8338     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 8345     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 8446     | Landline | No   | No   | No   | No   | Yes  | No  |
| 8582     | Landline | No   | No   | No   | No   | Yes  | No  |
| 8590     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 8949     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 9100     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 9251     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 9358     | Landline | No   | No   | No   | No   | Yes  | No  |
| 9533     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 9624     | Landline | No   | No   | No   | No   | Yes  | Yes |
| 9692     | Landline | No   | No   | No   | No   | Yes  | No  |
| 9959     | Landline | No   | No   | No   | No   | Yes  | No  |
| 10121    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 10153    | Landline | No   | No   | No   | Yes  | No   | Yes |
| 10281    | Landline | No   | No   | No   | No   | Yes  | No  |
| 10400    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 10512    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 10563    | Landline | No   | No   | No   | No   | Yes  | No  |
| 10666    | Landline | No   | No   | No   | No   | Yes  | No  |
| 10923    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 10932    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 11144    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 11185    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 11200    | Landline | No   | No   | No   | Yes  | No   | No  |
| 11309    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 11313    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 11370    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 11565    | Landline | No   | No   | No   | No   | Yes  | No  |
| 11699    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 11701    | Landline | No   | No   | No   | No   | Yes  | No  |
| 11723    | Landline | No   | No   | No   | No   | Yes  | No  |
| 12015    | Landline | No   | No   | No   | No   | Yes  | No  |
| 12083    | Landline | No   | No   | No   | No   | Yes  | No  |
| 12112    | Landline | No   | No   | No   | No   | Yes  | No  |
| 12154    | Landline | No   | No   | No   | Yes  | No   | Yes |
| 12284    | Landline | No   | No   | No   | No   | Yes  | No  |
| 12306    | Landline | No   | No   | No   | No   | Yes  | No  |
| 12445    | Landline | No   | No   | No   | No   | Yes  | No  |
| 12745    | Landline | No   | No   | No   | No   | Yes  | Yes |

| RecordNo | stype    | S2M1 | S2M2 | S2M3 | S2M4 | S2M5 | S3  |
|----------|----------|------|------|------|------|------|-----|
| 12902    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13024    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 13055    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13223    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13303    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13348    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13432    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13512    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 13564    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13592    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13668    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 13688    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 13709    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 13745    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13793    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13807    | Landline | No   | No   | No   | No   | Yes  | No  |
| 13809    | Landline | No   | No   | No   | No   | Yes  | No  |
| 14096    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 14145    | Landline | No   | No   | No   | No   | Yes  | No  |
| 14163    | Landline | No   | No   | No   | No   | Yes  | No  |
| 14235    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 14337    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 14345    | Landline | No   | No   | Yes  | No   | No   | No  |
| 14351    | Landline | No   | No   | No   | Yes  | No   | No  |
| 14392    | Landline | No   | No   | No   | No   | Yes  | No  |
| 14402    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 14474    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 14627    | Landline | No   | No   | No   | No   | Yes  | No  |
| 14681    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 14710    | Landline | No   | No   | No   | No   | Yes  | No  |
| 14730    | Landline | No   | No   | No   | No   | Yes  | No  |
| 14800    | Landline | No   | No   | No   | No   | Yes  | No  |
| 15014    | Landline | No   | No   | No   | No   | Yes  | No  |
| 15213    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 15398    | Landline | No   | No   | No   | No   | Yes  | No  |
| 15443    | Landline | No   | No   | No   | Yes  | No   | Yes |
| 15454    | Landline | No   | No   | No   | No   | Yes  | No  |
| 15522    | Landline | No   | No   | No   | Yes  | No   | Yes |
| 15584    | Landline | No   | No   | Yes  | No   | No   | No  |
| 15805    | Landline | No   | No   | No   | No   | Yes  | No  |



| RecordNo | stype    | S2M1 | S2M2 | S2M3 | S2M4 | S2M5 | S3  |
|----------|----------|------|------|------|------|------|-----|
| 15884    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 15929    | Landline | No   | No   | No   | No   | Yes  | No  |
| 16029    | Landline | No   | No   | No   | No   | Yes  | No  |
| 16141    | Landline | No   | No   | No   | No   | Yes  | No  |
| 16163    | Landline | No   | No   | No   | No   | Yes  | No  |
| 16704    | Landline | No   | No   | No   | No   | Yes  | No  |
| 16785    | Landline | No   | No   | No   | Yes  | No   | No  |
| 17234    | Landline | No   | No   | No   | No   | Yes  | No  |
| 17415    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 17456    | Landline | No   | No   | No   | No   | Yes  | No  |
| 17494    | Landline | No   | No   | No   | No   | Yes  | No  |
| 17844    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18032    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18034    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18195    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18196    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18250    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18356    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18369    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18389    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18395    | Landline | No   | No   | Yes  | No   | No   | Yes |
| 18429    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18453    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18460    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18494    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18527    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18552    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18628    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18652    | Landline | No   | No   | No   | No   | Yes  | No  |
| 18890    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 18909    | Landline | No   | No   | No   | No   | Yes  | No  |
| 19006    | Landline | No   | No   | No   | No   | Yes  | No  |
| 19215    | Landline | No   | No   | No   | No   | Yes  | No  |
| 19376    | Landline | No   | No   | No   | No   | Yes  | No  |
| 19385    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 19445    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 19567    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 19789    | Landline | No   | No   | No   | No   | Yes  | No  |
| 19853    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 19888    | Landline | No   | No   | No   | No   | Yes  | No  |

| RecordNo | stype      | S2M1 | S2M2 | S2M3 | S2M4 | S2M5 | S3  |
|----------|------------|------|------|------|------|------|-----|
| 19924    | Landline   | No   | No   | Yes  | No   | No   | No  |
| 20051    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20066    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 20070    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20100    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20113    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20134    | Landline   | No   | No   | No   | Yes  | No   | No  |
| 20170    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20195    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 20227    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 20280    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 20319    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 20365    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20384    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 20387    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20433    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20501    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 20716    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 21186    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 22645    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 22709    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 23172    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 23233    | Cell Phone | No   | No   | No   | Yes  | No   | Yes |
| 23398    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 23560    | Cell Phone | No   | No   | No   | Yes  | No   | No  |
| 23671    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 24293    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 24438    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 24593    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 24972    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 25682    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 25898    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 26051    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 26417    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 26997    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 27048    | Cell Phone | No   | No   | No   | Yes  | No   | Yes |
| 27275    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 27339    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 27680    | Cell Phone | No   | No   | No   | Yes  | No   | Yes |
| 28176    | Cell Phone | No   | No   | No   | No   | Yes  | No  |

| RecordNo | stype      | S2M1 | S2M2 | S2M3 | S2M4 | S2M5 | S3  |
|----------|------------|------|------|------|------|------|-----|
| 29041    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 29251    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 29297    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 29714    | Cell Phone | No   | No   | No   | Yes  | No   | Yes |
| 30334    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 30351    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 30497    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 30758    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 30835    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 30914    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 30932    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 30960    | Cell Phone | No   | No   | Yes  | No   | No   | Yes |
| 31378    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 31538    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 31686    | Cell Phone | No   | No   | No   | No   | Yes  | Yes |
| 33768    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 34014    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 34522    | Cell Phone | No   | No   | No   | Yes  | No   | No  |
| 35732    | Cell Phone | No   | No   | No   | No   | Yes  | No  |
| 36040    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 36073    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 36160    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 36356    | Landline   | No   | No   | No   | Yes  | No   | No  |
| 36668    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 36705    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 36798    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 36866    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 36917    | Landline   | No   | No   | No   | Yes  | No   | No  |
| 37060    | Landline   | No   | No   | No   | Yes  | No   | Yes |
| 37665    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 37807    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 38085    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 38171    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 38206    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 38235    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 38391    | Landline   | No   | No   | No   | No   | Yes  | No  |
| 38418    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 38570    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 38665    | Landline   | No   | No   | No   | No   | Yes  | Yes |
| 38683    | Landline   | No   | No   | No   | No   | Yes  | No  |

| RecordNo | type     | S2M1 | S2M2 | S2M3 | S2M4 | S2M5 | S3  |
|----------|----------|------|------|------|------|------|-----|
| 38967    | Landline | No   | No   | No   | No   | Yes  | No  |
| 39027    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 39057    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 39149    | Landline | No   | No   | No   | No   | Yes  | No  |
| 39170    | Landline | No   | No   | No   | Yes  | No   | No  |
| 39214    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 39261    | Landline | No   | No   | No   | No   | Yes  | No  |
| 39495    | Landline | No   | No   | No   | No   | Yes  | No  |
| 39659    | Landline | No   | No   | No   | No   | Yes  | No  |
| 39686    | Landline | No   | No   | No   | No   | Yes  | No  |
| 39748    | Landline | No   | No   | No   | No   | Yes  | No  |
| 39794    | Landline | No   | No   | No   | No   | Yes  | No  |
| 39798    | Landline | No   | No   | No   | No   | Yes  | Yes |
| 40023    | Landline | No   | No   | No   | No   | Yes  | No  |
| 40053    | Landline | No   | No   | No   | No   | Yes  | No  |
| 40137    | Landline | No   | No   | No   | No   | Yes  | No  |
| 40294    | Landline | No   | No   | No   | No   | Yes  | No  |
| 40469    | Landline | No   | No   | No   | No   | Yes  | No  |
| 40541    | Landline | No   | No   | No   | No   | Yes  | No  |
| 40544    | Landline | No   | No   | No   | No   | Yes  | No  |
| 40889    | Landline | No   | No   | No   | No   | Yes  | Yes |

| S4   | S5  |
|--|-----|
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |

| S4   | S5  |
|--|-----|
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |

| S4   | S5  |
|--|-----|
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |

| S4   | S5  |
|--|-----|
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |



| S4   | S5  |
|--|-----|
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |

| S4   | S5  |
|--|-----|
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |

| S4   | S5  |
|--|-----|
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
| The primary decision maker in the purchase                                   |     |
|  | Yes |

| S4   | S5  |
|--|-----|
|  | Yes |
| The primary decision maker in the purchase                                   |     |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
| The primary decision maker in the purchase                                   |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
|  | Yes |
| Involved in the decision, but not the primary decision maker in the purchase |     |

| S6   | S7                | Q100    | Q105M1 | Q105M2 | Q105M3 |
|--|-------------------|---------|--------|--------|--------|
|  | 50 to 59          | Order 1 | Q2-Q2B | Q3-Q3B | Q1-Q1B |
|  | 40 to 49          | Order 1 | Q3-Q3B | Q5-Q5B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q4-Q4B | Q2-Q2B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 2 | Q1-Q1B | Q5-Q5B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q5-Q5B | Q4-Q4B | Q2-Q2B |
|  | 60 to 75          | Order 2 | Q2-Q2B | Q5-Q5B | Q1-Q1B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 1 | Q1-Q1B | Q3-Q3B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q1-Q1B | Q2-Q2B | Q3-Q3B |
|  | 50 to 59          | Order 2 | Q4-Q4B | Q1-Q1B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q2-Q2B | Q3-Q3B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q5-Q5B | Q4-Q4B | Q1-Q1B |
|  | 60 to 75          | Order 1 | Q1-Q1B | Q3-Q3B | Q2-Q2B |
|  | 50 to 59          | Order 1 | Q2-Q2B | Q1-Q1B | Q5-Q5B |
|  | 50 to 59          | Order 1 | Q4-Q4B | Q3-Q3B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q5-Q5B | Q4-Q4B | Q1-Q1B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 2 | Q3-Q3B | Q5-Q5B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 18 to 29          | Order 1 | Q5-Q5B | Q3-Q3B | Q2-Q2B |
|  | 30 to 39          | Order 2 | Q1-Q1B | Q2-Q2B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 2 | Q4-Q4B | Q3-Q3B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 2 | Q3-Q3B | Q1-Q1B | Q5-Q5B |
|  | 50 to 59          | Order 2 | Q1-Q1B | Q5-Q5B | Q2-Q2B |
|  | 50 to 59          | Order 2 | Q2-Q2B | Q5-Q5B | Q4-Q4B |
|  | 60 to 75          | Order 2 | Q3-Q3B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 2 | Q1-Q1B | Q5-Q5B | Q2-Q2B |
|  | 18 to 29          | Order 2 | Q5-Q5B | Q3-Q3B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q1-Q1B | Q5-Q5B | Q4-Q4B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 1 | Q2-Q2B | Q3-Q3B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 2 | Q2-Q2B | Q5-Q5B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 1 | Q1-Q1B | Q2-Q2B | Q4-Q4B |
|  | 60 to 75          | Order 1 | Q3-Q3B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q2-Q2B | Q4-Q4B | Q5-Q5B |
|  | 60 to 75          | Order 2 | Q3-Q3B | Q1-Q1B | Q4-Q4B |
|  | 40 to 49          | Order 1 | Q5-Q5B | Q1-Q1B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 75 years or older | Order 2 | Q3-Q3B | Q4-Q4B | Q1-Q1B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q2-Q2B | Q5-Q5B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q2-Q2B | Q5-Q5B | Q1-Q1B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 1 | Q2-Q2B | Q3-Q3B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q1-Q1B | Q5-Q5B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 2 | Q4-Q4B | Q3-Q3B | Q1-Q1B |

| S6   | S7                | Q100    | Q105M1 | Q105M2 | Q105M3 |
|--|-------------------|---------|--------|--------|--------|
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 2 | Q1-Q1B | Q2-Q2B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2 | Q1-Q1B | Q2-Q2B | Q4-Q4B |
|  | 40 to 49          | Order 1 | Q1-Q1B | Q4-Q4B | Q5-Q5B |
|  | 60 to 75          | Order 1 | Q1-Q1B | Q2-Q2B | Q4-Q4B |
|  | 60 to 75          | Order 1 | Q2-Q2B | Q1-Q1B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 40 to 49          | Order 2 | Q1-Q1B | Q3-Q3B | Q2-Q2B |
|  | 60 to 75          | Order 1 | Q4-Q4B | Q3-Q3B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q3-Q3B | Q5-Q5B | Q1-Q1B |
|  | 40 to 49          | Order 2 | Q1-Q1B | Q4-Q4B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 30 to 39          | Order 2 | Q2-Q2B | Q5-Q5B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 18 to 29          | Order 2 | Q3-Q3B | Q2-Q2B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q4-Q4B | Q1-Q1B | Q2-Q2B |
|  | 30 to 39          | Order 1 | Q5-Q5B | Q4-Q4B | Q2-Q2B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q2-Q2B | Q1-Q1B |
| Involved in the decision, but not the primary decision maker in the purchase | 40 to 49          | Order 2 | Q1-Q1B | Q3-Q3B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q3-Q3B | Q2-Q2B | Q1-Q1B |
|  | 60 to 75          | Order 1 | Q1-Q1B | Q3-Q3B | Q4-Q4B |
|  | 30 to 39          | Order 2 | Q5-Q5B | Q2-Q2B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q2-Q2B | Q3-Q3B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 18 to 29          | Order 1 | Q5-Q5B | Q4-Q4B | Q1-Q1B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 2 | Q5-Q5B | Q2-Q2B | Q3-Q3B |
|  | 50 to 59          | Order 2 | Q3-Q3B | Q1-Q1B | Q5-Q5B |
|  | 60 to 75          | Order 1 | Q5-Q5B | Q3-Q3B | Q4-Q4B |
|  | 60 to 75          | Order 2 | Q4-Q4B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 2 | Q2-Q2B | Q4-Q4B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 1 | Q3-Q3B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2 | Q1-Q1B | Q2-Q2B | Q5-Q5B |
|  | 50 to 59          | Order 1 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
|  | 50 to 59          | Order 2 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q1-Q1B | Q5-Q5B | Q2-Q2B |
|  | 60 to 75          | Order 2 | Q4-Q4B | Q5-Q5B | Q2-Q2B |
|  | 50 to 59          | Order 2 | Q1-Q1B | Q5-Q5B | Q3-Q3B |
|  | 60 to 75          | Order 1 | Q1-Q1B | Q4-Q4B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q1-Q1B | Q4-Q4B | Q3-Q3B |
|  | 60 to 75          | Order 1 | Q4-Q4B | Q2-Q2B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q1-Q1B | Q5-Q5B | Q4-Q4B |
|  | 50 to 59          | Order 1 | Q1-Q1B | Q4-Q4B | Q3-Q3B |
|  | 75 years or older | Order 2 | Q3-Q3B | Q4-Q4B | Q1-Q1B |
|  | 40 to 49          | Order 1 | Q3-Q3B | Q5-Q5B | Q1-Q1B |
|  | 40 to 49          | Order 1 | Q1-Q1B | Q4-Q4B | Q3-Q3B |

| S6   | S7                | Q100    | Q105M1 | Q105M2 | Q105M3 |
|--|-------------------|---------|--------|--------|--------|
|  | 50 to 59          | Order 1 | Q2-Q2B | Q1-Q1B | Q3-Q3B |
|  | 60 to 75          | Order 1 | Q5-Q5B | Q2-Q2B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 2 | Q2-Q2B | Q1-Q1B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 1 | Q2-Q2B | Q4-Q4B | Q3-Q3B |
|  | 60 to 75          | Order 2 | Q5-Q5B | Q3-Q3B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q2-Q2B | Q5-Q5B | Q1-Q1B |
|  | 50 to 59          | Order 1 | Q1-Q1B | Q5-Q5B | Q3-Q3B |
|  | 40 to 49          | Order 2 | Q4-Q4B | Q3-Q3B | Q1-Q1B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 2 | Q1-Q1B | Q2-Q2B | Q3-Q3B |
|  | 60 to 75          | Order 1 | Q4-Q4B | Q5-Q5B | Q2-Q2B |
|  | 60 to 75          | Order 1 | Q1-Q1B | Q2-Q2B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 2 | Q3-Q3B | Q1-Q1B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 2 | Q2-Q2B | Q1-Q1B | Q4-Q4B |
|  | 60 to 75          | Order 2 | Q2-Q2B | Q5-Q5B | Q1-Q1B |
|  | 60 to 75          | Order 1 | Q1-Q1B | Q4-Q4B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q1-Q1B | Q5-Q5B | Q4-Q4B |
|  | 60 to 75          | Order 2 | Q2-Q2B | Q3-Q3B | Q1-Q1B |
|  | 60 to 75          | Order 1 | Q3-Q3B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q4-Q4B | Q2-Q2B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q4-Q4B | Q1-Q1B | Q5-Q5B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q2-Q2B | Q5-Q5B |
|  | 30 to 39          | Order 1 | Q5-Q5B | Q3-Q3B | Q2-Q2B |
|  | 60 to 75          | Order 2 | Q2-Q2B | Q4-Q4B | Q3-Q3B |
|  | 40 to 49          | Order 2 | Q1-Q1B | Q4-Q4B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q2-Q2B | Q1-Q1B | Q3-Q3B |
|  | 60 to 75          | Order 1 | Q2-Q2B | Q5-Q5B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q5-Q5B | Q3-Q3B | Q1-Q1B |
|  | 75 years or older | Order 1 | Q1-Q1B | Q5-Q5B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 18 to 29          | Order 2 | Q2-Q2B | Q4-Q4B | Q5-Q5B |
|  | 50 to 59          | Order 2 | Q4-Q4B | Q2-Q2B | Q1-Q1B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 2 | Q4-Q4B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 2 | Q3-Q3B | Q4-Q4B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 2 | Q4-Q4B | Q1-Q1B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 1 | Q3-Q3B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q1-Q1B | Q3-Q3B | Q2-Q2B |
|  | 50 to 59          | Order 2 | Q3-Q3B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 2 | Q5-Q5B | Q4-Q4B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 75 years or older | Order 1 | Q2-Q2B | Q4-Q4B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 2 | Q3-Q3B | Q5-Q5B | Q2-Q2B |
|  | 50 to 59          | Order 1 | Q2-Q2B | Q4-Q4B | Q1-Q1B |

| S6   | S7                | Q100    | Q105M1 | Q105M2 | Q105M3 |
|--|-------------------|---------|--------|--------|--------|
| Involved in the decision, but not the primary decision maker in the purchase | 30 to 39          | Order 2 | Q4-Q4B | Q5-Q5B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q2-Q2B | Q5-Q5B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q1-Q1B | Q4-Q4B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 40 to 49          | Order 1 | Q2-Q2B | Q5-Q5B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q2-Q2B | Q4-Q4B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 2 | Q1-Q1B | Q4-Q4B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2 | Q2-Q2B | Q3-Q3B | Q4-Q4B |
|  | 18 to 29          | Order 1 | Q3-Q3B | Q1-Q1B | Q4-Q4B |
| Involved in the decision, but not the primary decision maker in the purchase | 40 to 49          | Order 1 | Q4-Q4B | Q3-Q3B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 2 | Q3-Q3B | Q1-Q1B | Q4-Q4B |
|  | 75 years or older | Order 1 | Q3-Q3B | Q5-Q5B | Q1-Q1B |
|  | 30 to 39          | Order 2 | Q5-Q5B | Q4-Q4B | Q3-Q3B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q2-Q2B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 18 to 29          | Order 2 | Q3-Q3B | Q4-Q4B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 75 years or older | Order 2 | Q1-Q1B | Q4-Q4B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 1 | Q4-Q4B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q2-Q2B | Q1-Q1B | Q5-Q5B |
|  | 50 to 59          | Order 2 | Q1-Q1B | Q5-Q5B | Q4-Q4B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 1 | Q3-Q3B | Q2-Q2B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q2-Q2B | Q4-Q4B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q4-Q4B | Q3-Q3B | Q2-Q2B |
|  | 40 to 49          | Order 1 | Q2-Q2B | Q3-Q3B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q1-Q1B | Q2-Q2B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2 | Q5-Q5B | Q4-Q4B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
|  | 40 to 49          | Order 2 | Q4-Q4B | Q5-Q5B | Q1-Q1B |
|  | 40 to 49          | Order 1 | Q3-Q3B | Q1-Q1B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q1-Q1B | Q2-Q2B | Q5-Q5B |
|  | 60 to 75          | Order 1 | Q3-Q3B | Q1-Q1B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q3-Q3B | Q2-Q2B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 2 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q4-Q4B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q5-Q5B | Q3-Q3B | Q4-Q4B |
|  | 60 to 75          | Order 1 | Q5-Q5B | Q2-Q2B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 18 to 29          | Order 1 | Q3-Q3B | Q2-Q2B | Q5-Q5B |
|  | 60 to 75          | Order 1 | Q4-Q4B | Q1-Q1B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 2 | Q1-Q1B | Q2-Q2B | Q5-Q5B |
|  | 50 to 59          | Order 2 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q4-Q4B | Q3-Q3B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2 | Q3-Q3B | Q1-Q1B | Q5-Q5B |



| S6   | S7                | Q100    | Q105M1 | Q105M2 | Q105M3 |
|--|-------------------|---------|--------|--------|--------|
|  | 60 to 75          | Order 2 | Q3-Q3B | Q2-Q2B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q4-Q4B | Q5-Q5B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q3-Q3B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q1-Q1B | Q2-Q2B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 30 to 39          | Order 1 | Q5-Q5B | Q4-Q4B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 2 | Q5-Q5B | Q3-Q3B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q3-Q3B | Q1-Q1B | Q4-Q4B |
| Involved in the decision, but not the primary decision maker in the purchase | 18 to 29          | Order 1 | Q5-Q5B | Q4-Q4B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q3-Q3B | Q4-Q4B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 2 | Q4-Q4B | Q3-Q3B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q2-Q2B | Q3-Q3B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 1 | Q4-Q4B | Q5-Q5B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q4-Q4B | Q5-Q5B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q4-Q4B | Q5-Q5B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q2-Q2B | Q4-Q4B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q4-Q4B | Q5-Q5B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q4-Q4B | Q2-Q2B | Q5-Q5B |
|  | 50 to 59          | Order 1 | Q5-Q5B | Q2-Q2B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 75 years or older | Order 2 | Q4-Q4B | Q5-Q5B | Q2-Q2B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q5-Q5B | Q2-Q2B |
|  | 30 to 39          | Order 1 | Q5-Q5B | Q3-Q3B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 40 to 49          | Order 2 | Q4-Q4B | Q1-Q1B | Q5-Q5B |
|  | 50 to 59          | Order 2 | Q4-Q4B | Q2-Q2B | Q1-Q1B |
|  | 18 to 29          | Order 1 | Q4-Q4B | Q2-Q2B | Q3-Q3B |
|  | 40 to 49          | Order 1 | Q3-Q3B | Q4-Q4B | Q5-Q5B |
|  | 60 to 75          | Order 1 | Q3-Q3B | Q1-Q1B | Q5-Q5B |
|  | 50 to 59          | Order 2 | Q4-Q4B | Q2-Q2B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q1-Q1B | Q4-Q4B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 1 | Q2-Q2B | Q4-Q4B | Q5-Q5B |
|  | 40 to 49          | Order 1 | Q3-Q3B | Q4-Q4B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q3-Q3B | Q4-Q4B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 2 | Q5-Q5B | Q4-Q4B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q5-Q5B | Q4-Q4B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 2 | Q4-Q4B | Q1-Q1B | Q3-Q3B |
|  | 75 years or older | Order 1 | Q4-Q4B | Q5-Q5B | Q3-Q3B |
|  | 30 to 39          | Order 2 | Q3-Q3B | Q4-Q4B | Q5-Q5B |
|  | 40 to 49          | Order 2 | Q1-Q1B | Q3-Q3B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 2 | Q2-Q2B | Q1-Q1B | Q5-Q5B |
|  | 40 to 49          | Order 2 | Q4-Q4B | Q3-Q3B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q1-Q1B | Q5-Q5B | Q4-Q4B |

| S6   | S7                | Q100    | Q105M1 | Q105M2 | Q105M3 |
|--|-------------------|---------|--------|--------|--------|
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q5-Q5B | Q1-Q1B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 40 to 49          | Order 1 | Q4-Q4B | Q3-Q3B | Q2-Q2B |
|  | 60 to 75          | Order 2 | Q5-Q5B | Q3-Q3B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 1 | Q3-Q3B | Q1-Q1B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 2 | Q3-Q3B | Q5-Q5B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1 | Q4-Q4B | Q5-Q5B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2 | Q1-Q1B | Q5-Q5B | Q4-Q4B |
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 1 | Q5-Q5B | Q1-Q1B | Q3-Q3B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q5-Q5B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q1-Q1B | Q3-Q3B | Q2-Q2B |
|  | 50 to 59          | Order 1 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
|  | 40 to 49          | Order 2 | Q3-Q3B | Q2-Q2B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q3-Q3B | Q4-Q4B | Q5-Q5B |
|  | 50 to 59          | Order 1 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q2-Q2B | Q5-Q5B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 75 years or older | Order 2 | Q2-Q2B | Q3-Q3B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q1-Q1B | Q5-Q5B | Q2-Q2B |
|  | 50 to 59          | Order 2 | Q2-Q2B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q3-Q3B | Q4-Q4B | Q1-Q1B |
|  | 18 to 29          | Order 2 | Q2-Q2B | Q3-Q3B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 40 to 49          | Order 1 | Q5-Q5B | Q1-Q1B | Q4-Q4B |
|  | 18 to 29          | Order 2 | Q4-Q4B | Q5-Q5B | Q2-Q2B |
|  | 30 to 39          | Order 1 | Q2-Q2B | Q4-Q4B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 50 to 59          | Order 1 | Q4-Q4B | Q3-Q3B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q2-Q2B | Q4-Q4B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q4-Q4B | Q2-Q2B | Q1-Q1B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q5-Q5B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q1-Q1B | Q4-Q4B | Q2-Q2B |
|  | 30 to 39          | Order 1 | Q5-Q5B | Q1-Q1B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 18 to 29          | Order 2 | Q5-Q5B | Q1-Q1B | Q4-Q4B |
| Involved in the decision, but not the primary decision maker in the purchase | 30 to 39          | Order 1 | Q1-Q1B | Q5-Q5B | Q2-Q2B |
|  | 60 to 75          | Order 2 | Q1-Q1B | Q4-Q4B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 18 to 29          | Order 2 | Q3-Q3B | Q5-Q5B | Q1-Q1B |
|  | 50 to 59          | Order 2 | Q3-Q3B | Q1-Q1B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 1 | Q4-Q4B | Q5-Q5B | Q2-Q2B |
|  | 30 to 39          | Order 2 | Q2-Q2B | Q3-Q3B | Q5-Q5B |
|  | 30 to 39          | Order 1 | Q1-Q1B | Q5-Q5B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 30 to 39          | Order 2 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
|  | 50 to 59          | Order 1 | Q2-Q2B | Q5-Q5B | Q3-Q3B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 1 | Q3-Q3B | Q2-Q2B | Q5-Q5B |

| S6   | S7                | Q100    | Q105M1 | Q105M2 | Q105M3 |
|--|-------------------|---------|--------|--------|--------|
| The primary decision maker in the purchase                                   | 18 to 29          | Order 1 | Q3-Q3B | Q1-Q1B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q4-Q4B | Q2-Q2B | Q5-Q5B |
|  | 60 to 75          | Order 1 | Q1-Q1B | Q2-Q2B | Q5-Q5B |
|  | 40 to 49          | Order 2 | Q4-Q4B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q3-Q3B | Q4-Q4B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 75 years or older | Order 2 | Q3-Q3B | Q2-Q2B | Q5-Q5B |
|  | 18 to 29          | Order 2 | Q3-Q3B | Q1-Q1B | Q5-Q5B |
|  | 18 to 29          | Order 2 | Q3-Q3B | Q4-Q4B | Q5-Q5B |
|  | 40 to 49          | Order 2 | Q2-Q2B | Q4-Q4B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q3-Q3B | Q4-Q4B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 1 | Q5-Q5B | Q3-Q3B | Q1-Q1B |
|  | 18 to 29          | Order 1 | Q1-Q1B | Q5-Q5B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q4-Q4B | Q1-Q1B | Q3-Q3B |
|  | 50 to 59          | Order 1 | Q4-Q4B | Q5-Q5B | Q1-Q1B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 2 | Q4-Q4B | Q2-Q2B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 1 | Q2-Q2B | Q1-Q1B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 18 to 29          | Order 1 | Q3-Q3B | Q5-Q5B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 2 | Q1-Q1B | Q3-Q3B | Q5-Q5B |
| Involved in the decision, but not the primary decision maker in the purchase | 40 to 49          | Order 2 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
|  | 40 to 49          | Order 2 | Q4-Q4B | Q1-Q1B | Q5-Q5B |
|  | 60 to 75          | Order 1 | Q5-Q5B | Q1-Q1B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q5-Q5B | Q3-Q3B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 2 | Q2-Q2B | Q1-Q1B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 1 | Q5-Q5B | Q1-Q1B | Q3-Q3B |
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 1 | Q5-Q5B | Q1-Q1B | Q4-Q4B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2 | Q2-Q2B | Q3-Q3B | Q5-Q5B |
|  | 50 to 59          | Order 1 | Q2-Q2B | Q3-Q3B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 1 | Q5-Q5B | Q1-Q1B | Q2-Q2B |
|  | 60 to 75          | Order 2 | Q1-Q1B | Q2-Q2B | Q5-Q5B |
|  | 60 to 75          | Order 2 | Q5-Q5B | Q2-Q2B | Q4-Q4B |
|  | 75 years or older | Order 1 | Q3-Q3B | Q1-Q1B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 75 years or older | Order 1 | Q2-Q2B | Q4-Q4B | Q1-Q1B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q2-Q2B | Q1-Q1B | Q4-Q4B |
|  | 50 to 59          | Order 2 | Q5-Q5B | Q2-Q2B | Q4-Q4B |
|  | 40 to 49          | Order 1 | Q4-Q4B | Q2-Q2B | Q5-Q5B |
|  | 60 to 75          | Order 2 | Q2-Q2B | Q4-Q4B | Q5-Q5B |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1 | Q5-Q5B | Q1-Q1B | Q4-Q4B |

| <b>S6</b>  | <b>S7</b>         | <b>Q100</b> | <b>Q105M1</b> | <b>Q105M2</b> | <b>Q105M3</b> |
|--|-------------------|-------------|---------------|---------------|---------------|
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2     | Q1-Q1B        | Q3-Q3B        | Q2-Q2B        |
|  | 60 to 75          | Order 2     | Q3-Q3B        | Q5-Q5B        | Q4-Q4B        |
|  | 60 to 75          | Order 2     | Q5-Q5B        | Q4-Q4B        | Q2-Q2B        |
| Involved in the decision, but not the primary decision maker in the purchase | 75 years or older | Order 2     | Q2-Q2B        | Q1-Q1B        | Q4-Q4B        |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 1     | Q3-Q3B        | Q4-Q4B        | Q5-Q5B        |
|  | 60 to 75          | Order 2     | Q4-Q4B        | Q1-Q1B        | Q3-Q3B        |
| Involved in the decision, but not the primary decision maker in the purchase | 30 to 39          | Order 2     | Q3-Q3B        | Q1-Q1B        | Q2-Q2B        |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2     | Q4-Q4B        | Q1-Q1B        | Q3-Q3B        |
| The primary decision maker in the purchase                                   | 50 to 59          | Order 2     | Q2-Q2B        | Q3-Q3B        | Q5-Q5B        |
| Involved in the decision, but not the primary decision maker in the purchase | 60 to 75          | Order 2     | Q3-Q3B        | Q5-Q5B        | Q1-Q1B        |
| The primary decision maker in the purchase                                   | 18 to 29          | Order 2     | Q5-Q5B        | Q4-Q4B        | Q1-Q1B        |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1     | Q2-Q2B        | Q4-Q4B        | Q1-Q1B        |
|  | 60 to 75          | Order 2     | Q3-Q3B        | Q2-Q2B        | Q1-Q1B        |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2     | Q3-Q3B        | Q1-Q1B        | Q5-Q5B        |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1     | Q2-Q2B        | Q5-Q5B        | Q1-Q1B        |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1     | Q5-Q5B        | Q4-Q4B        | Q1-Q1B        |
| The primary decision maker in the purchase                                   | 30 to 39          | Order 1     | Q1-Q1B        | Q2-Q2B        | Q3-Q3B        |
| The primary decision maker in the purchase                                   | 60 to 75          | Order 1     | Q5-Q5B        | Q2-Q2B        | Q1-Q1B        |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2     | Q2-Q2B        | Q3-Q3B        | Q5-Q5B        |
| The primary decision maker in the purchase                                   | 40 to 49          | Order 2     | Q2-Q2B        | Q5-Q5B        | Q1-Q1B        |
|  | 60 to 75          | Order 2     | Q4-Q4B        | Q1-Q1B        | Q2-Q2B        |

| Q105M4 | Q105M5 | Q1                     | Q2                     | Q3                     | Q4                     |
|--------|--------|------------------------|------------------------|------------------------|------------------------|
| Q5-Q5B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q2-Q2B | One company            | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q3-Q3B | One company            | More than one company  | One company            | More than one company  |
| Q2-Q2B | Q4-Q4B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q1-Q1B | Q3-Q3B | One company            | One company            | One company            | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | More than one company  | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q2-Q2B | More than one company  | One company            | One company            | More than one company  |
| Q4-Q4B | Q5-Q5B | More than one company  | More than one company  | One company            | More than one company  |
| Q5-Q5B | Q2-Q2B | Don't know, no opinion | One company            | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | More than one company  | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | One company            | One company            | One company            | More than one company  |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | One company            | One company            | One company            | One company            |
| Q2-Q2B | Q3-Q3B | One company            | More than one company  | More than one company  | Don't know, no opinion |
| Q4-Q4B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q4-Q4B | One company            | One company            | One company            | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q2-Q2B | One company            | One company            | One company            | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q2-Q2B | One company            | More than one company  | One company            | More than one company  |
| Q3-Q3B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q3-Q3B | Don't know, no opinion | More than one company  | More than one company  | Don't know, no opinion |
| Q3-Q3B | Q5-Q5B | One company            | One company            | More than one company  | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | One company            | One company            | One company            | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | One company            | More than one company  | More than one company  |
| Q2-Q2B | Q4-Q4B | More than one company  | More than one company  | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | One company            | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q4-Q4B | One company            | More than one company  | One company            | Don't know, no opinion |
| Q4-Q4B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | One company            | Don't know, no opinion |
| Q1-Q1B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q3-Q3B | Q4-Q4B | More than one company  | More than one company  | More than one company  | More than one company  |
| Q5-Q5B | Q2-Q2B | One company            | One company            | One company            | More than one company  |

| Q105M4 | Q105M5 | Q1                     | Q2                     | Q3                     | Q4                     |
|--------|--------|------------------------|------------------------|------------------------|------------------------|
| Q4-Q4B | Q5-Q5B | More than one company  | More than one company  | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | One company            | More than one company  |
| Q3-Q3B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q4-Q4B | One company            | One company            | More than one company  | More than one company  |
| Q2-Q2B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q5-Q5B | One company            | One company            | One company            | Don't know, no opinion |
| Q1-Q1B | Q3-Q3B | One company            | One company            | One company            | Don't know, no opinion |
| Q1-Q1B | Q4-Q4B | One company            | One company            | One company            | Don't know, no opinion |
| Q5-Q5B | Q3-Q3B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q3-Q3B | Don't know, no opinion | One company            | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q4-Q4B | One company            | More than one company  | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | One company            | More than one company  |
| Q1-Q1B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q5-Q5B | Q4-Q4B | One company            | One company            | One company            | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | More than one company  | One company            | More than one company  |
| Q4-Q4B | Q1-Q1B | One company            | More than one company  | One company            | More than one company  |
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q1-Q1B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q4-Q4B | Don't know, no opinion | One company            | More than one company  | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | One company            | Don't know, no opinion |
| Q4-Q4B | Q3-Q3B | More than one company  | More than one company  | One company            | Don't know, no opinion |
| Q1-Q1B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q4-Q4B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q5-Q5B | One company            | One company            | More than one company  | More than one company  |
| Q2-Q2B | Q5-Q5B | More than one company  | One company            | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q2-Q2B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q5-Q5B | One company            | Don't know, no opinion | More than one company  | Don't know, no opinion |

| Q105M4 | Q105M5 | Q1                     | Q2                     | Q3                     | Q4                     |
|--------|--------|------------------------|------------------------|------------------------|------------------------|
| Q4-Q4B | Q5-Q5B | More than one company  | One company            | One company            | More than one company  |
| Q3-Q3B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q2-Q2B | One company            | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q5-Q5B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | One company            | One company            | More than one company  |
| Q1-Q1B | Q3-Q3B | One company            | One company            | One company            | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | More than one company  | More than one company  | One company            |
| Q5-Q5B | Q2-Q2B | One company            | One company            | More than one company  | More than one company  |
| Q5-Q5B | Q3-Q3B | One company            | One company            | One company            | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | One company            | More than one company  | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | One company            | One company            | One company            | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | One company            | One company            | Don't know, no opinion |
| Q4-Q4B | Q2-Q2B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q5-Q5B | One company            | More than one company  | One company            | More than one company  |
| Q2-Q2B | Q3-Q3B | One company            | Don't know, no opinion | One company            | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q1-Q1B | Don't know, no opinion | One company            | One company            | More than one company  |
| Q5-Q5B | Q1-Q1B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | More than one company  | Don't know, no opinion | Don't know, no opinion | One company            |
| Q5-Q5B | Q4-Q4B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q3-Q3B | More than one company  | One company            | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q2-Q2B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q3-Q3B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q5-Q5B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q3-Q3B | One company            | One company            | One company            | Don't know, no opinion |
| Q5-Q5B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | One company            | One company            |
| Q5-Q5B | Q4-Q4B | One company            | One company            | One company            | Don't know, no opinion |
| Q5-Q5B | Q4-Q4B | Don't know, no opinion | One company            | One company            | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | One company            | Don't know, no opinion | More than one company  |
| Q1-Q1B | Q2-Q2B | One company            | More than one company  | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q4-Q4B | One company            | Don't know, no opinion | One company            | Don't know, no opinion |
| Q3-Q3B | Q5-Q5B | One company            | One company            | One company            | Don't know, no opinion |

| Q105M4 | Q105M5 | Q1                     | Q2                     | Q3                     | Q4                     |
|--------|--------|------------------------|------------------------|------------------------|------------------------|
| Q2-Q2B | Q3-Q3B | One company            | More than one company  | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q3-Q3B | Q2-Q2B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q1-Q1B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q5-Q5B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q5-Q5B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | One company            | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q5-Q5B | Q2-Q2B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q4-Q4B | One company            | Don't know, no opinion | One company            | Don't know, no opinion |
| Q2-Q2B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | Don't know, no opinion | More than one company  | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q2-Q2B | Don't know, no opinion | One company            | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | One company            | One company            | One company            | Don't know, no opinion |
| Q1-Q1B | Q5-Q5B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q5-Q5B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q5-Q5B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q5-Q5B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q4-Q4B | Q5-Q5B | More than one company  | One company            | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q2-Q2B | One company            | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q4-Q4B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q3-Q3B | Q2-Q2B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q5-Q5B | One company            | One company            | One company            | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q5-Q5B | Q2-Q2B | Don't know, no opinion | More than one company  | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q3-Q3B | One company            | Don't know, no opinion | More than one company  | More than one company  |
| Q5-Q5B | Q3-Q3B | More than one company  | More than one company  | One company            | Don't know, no opinion |
| Q1-Q1B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q4-Q4B | One company            | Don't know, no opinion | One company            | Don't know, no opinion |
| Q4-Q4B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | One company            | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | More than one company  | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q5-Q5B | More than one company  | Don't know, no opinion | One company            | One company            |
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |



| Q105M4 | Q105M5 | Q1                     | Q2                     | Q3                     | Q4                     |
|--------|--------|------------------------|------------------------|------------------------|------------------------|
| Q1-Q1B | Q4-Q4B | One company            | One company            | One company            | Don't know, no opinion |
| Q1-Q1B | Q2-Q2B | One company            | One company            | One company            | More than one company  |
| Q5-Q5B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | One company            | More than one company  |
| Q3-Q3B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q3-Q3B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q4-Q4B | Q2-Q2B | Don't know, no opinion | One company            | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | One company            | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | One company            | More than one company  | More than one company  |
| Q5-Q5B | Q2-Q2B | Don't know, no opinion | One company            | One company            | Don't know, no opinion |
| Q2-Q2B | Q1-Q1B | Don't know, no opinion | More than one company  | One company            | Don't know, no opinion |
| Q1-Q1B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | One company            | Don't know, no opinion | One company            | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | More than one company  | One company            | More than one company  | Don't know, no opinion |
| Q1-Q1B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q5-Q5B | Don't know, no opinion | One company            | One company            | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | One company            | More than one company  |
| Q3-Q3B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q1-Q1B | Q3-Q3B | One company            | More than one company  | One company            | More than one company  |
| Q1-Q1B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q3-Q3B | Q5-Q5B | One company            | More than one company  | One company            | More than one company  |
| Q5-Q5B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | One company            | More than one company  |
| Q1-Q1B | Q2-Q2B | One company            | One company            | One company            | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | One company            | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | More than one company  | More than one company  | One company            | More than one company  |
| Q5-Q5B | Q2-Q2B | Don't know, no opinion | More than one company  | One company            | More than one company  |
| Q1-Q1B | Q3-Q3B | One company            | One company            | One company            | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q2-Q2B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q2-Q2B | One company            | One company            | One company            | Don't know, no opinion |
| Q1-Q1B | Q3-Q3B | One company            | One company            | One company            | Don't know, no opinion |
| Q5-Q5B | Q2-Q2B | One company            | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q1-Q1B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | More than one company  | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | More than one company  | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q1-Q1B | Don't know, no opinion | One company            | One company            | More than one company  |
| Q2-Q2B | Q3-Q3B | One company            | More than one company  | More than one company  | More than one company  |

| Q105M4 | Q105M5 | Q1                     | Q2                     | Q3                     | Q4                     |
|--------|--------|------------------------|------------------------|------------------------|------------------------|
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q5-Q5B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q1-Q1B | One company            | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q5-Q5B | One company            | More than one company  | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q2-Q2B | One company            | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | One company            | One company            | One company            | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q5-Q5B | Q4-Q4B | Don't know, no opinion | One company            | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q3-Q3B | Don't know, no opinion | One company            | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q2-Q2B | One company            | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | One company            | One company            | More than one company  | More than one company  |
| Q3-Q3B | Q1-Q1B | Don't know, no opinion | One company            | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | One company            | One company            | Don't know, no opinion |
| Q4-Q4B | Q3-Q3B | Don't know, no opinion | One company            | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q2-Q2B | One company            | More than one company  | One company            | More than one company  |
| Q4-Q4B | Q1-Q1B | More than one company  | More than one company  | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | Don't know, no opinion | More than one company  | More than one company  | Don't know, no opinion |
| Q1-Q1B | Q3-Q3B | Don't know, no opinion | More than one company  | One company            | One company            |
| Q1-Q1B | Q2-Q2B | One company            | Don't know, no opinion | One company            | Don't know, no opinion |
| Q5-Q5B | Q1-Q1B | One company            | One company            | More than one company  | Don't know, no opinion |
| Q5-Q5B | Q3-Q3B | Don't know, no opinion | More than one company  | More than one company  | Don't know, no opinion |
| Q2-Q2B | Q1-Q1B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q5-Q5B | Q3-Q3B | Don't know, no opinion | One company            | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | One company            | More than one company  |
| Q2-Q2B | Q3-Q3B | Don't know, no opinion | One company            | More than one company  | More than one company  |
| Q4-Q4B | Q3-Q3B | Don't know, no opinion | More than one company  | One company            | Don't know, no opinion |
| Q5-Q5B | Q3-Q3B | Don't know, no opinion | More than one company  | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q1-Q1B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q1-Q1B | Don't know, no opinion | One company            | One company            | More than one company  |
| Q1-Q1B | Q4-Q4B | One company            | One company            | One company            | Don't know, no opinion |

| Q105M4 | Q105M5 | Q1                     | Q2                     | Q3                     | Q4                     |
|--------|--------|------------------------|------------------------|------------------------|------------------------|
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | More than one company  | More than one company  | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | Don't know, no opinion | More than one company  | One company            | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | One company            | Don't know, no opinion | More than one company  | More than one company  |
| Q5-Q5B | Q2-Q2B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q4-Q4B | One company            | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q2-Q2B | One company            | More than one company  | Don't know, no opinion | More than one company  |
| Q1-Q1B | Q2-Q2B | Don't know, no opinion | One company            | One company            | Don't know, no opinion |
| Q3-Q3B | Q5-Q5B | Don't know, no opinion | One company            | One company            | Don't know, no opinion |
| Q1-Q1B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q2-Q2B | One company            | One company            | One company            | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | One company            | Don't know, no opinion |
| Q2-Q2B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | More than one company  | More than one company  | One company            | More than one company  |
| Q3-Q3B | Q5-Q5B | Don't know, no opinion | One company            | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | More than one company  | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q2-Q2B | Q4-Q4B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q3-Q3B | One company            | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q3-Q3B | One company            | More than one company  | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q2-Q2B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q4-Q4B | Q2-Q2B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q4-Q4B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q5-Q5B | Q4-Q4B | One company            | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q2-Q2B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q2-Q2B | Q3-Q3B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q1-Q1B | One company            | More than one company  | One company            | More than one company  |
| Q5-Q5B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | One company            | One company            | One company            | More than one company  |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | One company            | One company            |
| Q3-Q3B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q3-Q3B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q5-Q5B | One company            | More than one company  | One company            | One company            |
| Q3-Q3B | Q1-Q1B | More than one company  | Don't know, no opinion | One company            | More than one company  |
| Q3-Q3B | Q1-Q1B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q1-Q1B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | Don't know, no opinion | Don't know, no opinion | More than one company  | Don't know, no opinion |

| Q105M4 | Q105M5 | Q1                     | Q2                     | Q3                     | Q4                     |
|--------|--------|------------------------|------------------------|------------------------|------------------------|
| Q5-Q5B | Q4-Q4B | One company            | One company            | More than one company  | More than one company  |
| Q2-Q2B | Q1-Q1B | One company            | One company            | One company            | More than one company  |
| Q3-Q3B | Q1-Q1B | More than one company  | One company            | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q3-Q3B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q2-Q2B | Q1-Q1B | One company            | One company            | One company            | One company            |
| Q2-Q2B | Q5-Q5B | One company            | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q4-Q4B | Q5-Q5B | More than one company  | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q2-Q2B | One company            | One company            | One company            | More than one company  |
| Q1-Q1B | Q4-Q4B | One company            | Don't know, no opinion | One company            | More than one company  |
| Q4-Q4B | Q2-Q2B | One company            | One company            | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q2-Q2B | One company            | More than one company  | Don't know, no opinion | More than one company  |
| Q5-Q5B | Q3-Q3B | Don't know, no opinion | More than one company  | Don't know, no opinion | Don't know, no opinion |
| Q5-Q5B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | More than one company  |
| Q4-Q4B | Q2-Q2B | More than one company  | More than one company  | One company            | More than one company  |
| Q3-Q3B | Q4-Q4B | One company            | One company            | Don't know, no opinion | More than one company  |
| Q3-Q3B | Q2-Q2B | One company            | One company            | More than one company  | More than one company  |
| Q5-Q5B | Q4-Q4B | Don't know, no opinion | One company            | One company            | More than one company  |
| Q4-Q4B | Q3-Q3B | One company            | One company            | One company            | More than one company  |
| Q4-Q4B | Q1-Q1B | More than one company  | One company            | One company            | Don't know, no opinion |
| Q3-Q3B | Q4-Q4B | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion | Don't know, no opinion |
| Q3-Q3B | Q5-Q5B | Don't know, no opinion | Don't know, no opinion | One company            | Don't know, no opinion |

| Q5                     | qagender |
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| More than one company  | Male     |
| Don't know, no opinion | Female   |
| Don't know, no opinion | Male     |
| More than one company  | Female   |
| Don't know, no opinion | Female   |
| More than one company  | Female   |
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| Q5                     | gender |
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| More than one company  | Male   |
| Don't know, no opinion | Male   |
| More than one company  | Female |
| Don't know, no opinion | Female |
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| Don't know, no opinion | Female |
| One company            | Female |
| Don't know, no opinion | Female |
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| Q5                     | gender |
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| Don't know, no opinion | Female |
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| Q5                     | qagender |
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| Don't know, no opinion | Male     |
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| Q5                     | gender |
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| Don't know, no opinion | Male   |
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| One company            | Female |
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| One company            | Female |
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| More than one company  | Male   |
| Don't know, no opinion | Female |
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| Q5                     | gender |
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| Don't know, no opinion | Female |
| Don't know, no opinion | Female |
| Don't know, no opinion | Male   |
| Don't know, no opinion | Male   |
| More than one company  | Male   |
| Don't know, no opinion | Female |
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| One company            | Female |
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| Q5                     | gender |
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| More than one company  | Female |
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| Don't know, no opinion | Female |
| More than one company  | Male   |
| Don't know, no opinion | Female |
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| More than one company  | Female |
| Don't know, no opinion | Male   |
| Don't know, no opinion | Female |
| Don't know, no opinion | Female |
| Don't know, no opinion | Male   |

| Respondent | Q100 | Q1A  | Q1B   | Q2A   | Q2B  | Q3A  | Q3B   | Q4A   | Q4B  | Q5A  | Q5B   |
|------------|------|--|---|---|--|--|---|---|--|--|---|
| 29         | 1    | Seems like I've seen the commercials as well.  | No just what I see on TV just never purchased one of those either.  | I see those on TV also Tempur-Pedic commercials.  | All I can tell you is that they put on a glass of wine on the bed and jump on it and it doesn't spill.   | Because I watch the Sleep Number commercial all the time on TV, all the time.                | That is what I see on TV  | All of commercials say that they have inner spring  | Not just in a lot of commercials the inner spring because they don't have box spring so they put it in the mattress. | Well know several people that have water bed, might buy from different companies.  | No, I never had one of those but I know people who do and I've had them but have no intention of purchase   |
| 109        | 1    | I've had one.  | It's good to have.  | I don't know anything about Tempur-Pedic mattresses.  | I'm not familiar with Tempur-Pedic.  | That I don't know.   | I don't know what you mean by Number Beds.  | I don't know.   | I think they might be useful.  | I don't use water beds   | I've never used one   |
| 123        | 1    | I think Simmons makes the Beauty Rest.   | No.   | Just advertising I've seen  | Not a good quality brand from what I know.   | It's the brand/company name.   | I don't think they do a good job in advertising   | The way the beds are made   | No.  | I just don't know.   | They're not as good as what they originally thought they were for your back.  |
| 152        | 2    | I don't know, it's a Serta mattress.   | No.   | It sounds like the name of a company.   | No.  | I don't pay attention to commercials so I don't know.  | No.   | Don't they all have inner springs.  | Not really.  | I don't know.  | No.   |
| 156        | 1    | Because I think I just connect it to one particular brand.   | No.   | Well because they're the first company that came up with that concept.                        | No.  | Because they're the only ones that I've seen advertised in that way. That's the name brand   | No.   | Well, because I thought all mattresses had inner spring. Accept for Tempur-Pedic and Sleep Number.  | No, I really can't.  | I just didn't know that they made water beds anymore.  | No, I can't.  |
| 311        | 2    | I don't know.  | I've heard of it but I don't know who makes it.   | I think all of the companies make them.   | No.  | Don't know.  | No.   | I have no clue  | No.  | I think a lot of different companies make water beds.  | No.   |
| 384        | 1    | Because I have heard of the brand before.  | No.   | Well I thought it was a brand name.   | No.  | I know someone who has one.  | No.   | It's not a brand, a lot of companies have inner spring mattresses.  | No.  | I don't know anything about water beads.   | No.   |
| 474        | 2    | I researched my decisions before making them and I don't know much about Beauty Rest and there are very pricy. | I know they are well made the ones I have checked out are fairly comfortable.   | I know that everybody have one and some have memory because that's what Tempur-Pedic is that. | Other then I want one; I'd rather have a memory foam mattress.   | Sleep Number.  | I didn't like it and it didn't offer me what I'm looking for.   | I've been looking around for a mattress and most memory foam are with inner spring.   | I have one right now and I hate it.  | All the stores I have been in don't have water beds at all   | I wish I hadn't gotten rid of the one I had   |
| 683        | 2    | I don't know.  | No, I don't, other than commercials on television. With the sheep eating the paper work.  | Just from the commercials I've seen.  | No, other than the mattress goes up or down the way you want it to.  | Because I don't know.  | None.   | I don't know.   | No.  | Because I never see any commercials for water beds anymore, those are old hat  | No, never had one never will have. Never slept on one, I am totally unfamiliar with water beds.   |
| 749        | 2    | Mostly advertising I guess, I think its company couldn't say.  | Seems to be a good quality but I think the last time I was involved in buying beauty rest was more of a pillow top thing going with it , It seemed to be a good product but I want something firmer than what they were offering , I went with Sterns and Foster and I was pleased with that product. | Because they have several models.   | I was at the fairgrounds during the fair and they had a display of Tempur-Pedic and you could lay down and I was really impressed, I have a bad back, and need pretty good support but the features of the bed it did a lot of things that I liked and for another family member I would recommend it but it was a little too expensive but I was impressed. | I only know of one , I think it's a big gimmick.   | Seems like a good idea but I think it's not practical   | Most mattresses are made with technology inner spring except maybe the foam type mattresses which don't give me enough support  | No.  | I used to have a water bed and had a friend that worked at a water bed store, some with chambers and all this new technology.    | The fact that it moves, the worst thing I could sleep on, they tried to sell me one, with these Basel chambers that it was the greatest thing I got it and ended up sleeping on the floor |
| 822        | 2    | Not familiar.  | None.   | Not familiar.   | None.  | I heard of different brands  | None.   | He just doesn't know.   | None.  | No familiar with them.   | None.   |
| 1058       | 1    | There is Beauty Rest, Sealy and Serta.   | No.   | I hear that advertised  | No.  | Because you heard it advertised.   | No I never really looked at them.   | Because always all inner spring mattresses in the past, now they have come out with different materials that the mattresses are made out of. A lot of them are still inner spring | No.  | Because you don't see them advertise like they used to. They are not as popular, about 20 years ago everyone wanted a water bed. | My daughter had one at one time. They were comfortable and warm, you just need to get used to sleeping in a water bed.  |
| 1210       | 1    | I don't know.  | No.   | Don't know.   | No.  | I don't know.  | No.   | Don't know.   | No.  | I don't know that name is of the company.  | They wear out.  |
| 1372       | 1    | Again, commercials.  | No.   | Commercials.  | No.  | Just the commercials.  | No.   | Every standard mattress has inner spring, unless foam   | No.  | I don't know.  | No.   |
| 1442       | 2    | That's the way I seen it advertised and what is said on the label.   | That it's a pretty well branded name in the market for a long time.   | Most of the company has their own version of Tempur-Pedic cause all have their own style.     | It's becoming more popular and because our generation is becoming older and becoming more popular.   | Advertising and a Sleep Number and I know there are other brands out there                   | That I liked the one that has 2 separate side compared to the one that has the control and do not like the one from the hospital with all the bells and whistle and what not's. | Because I buy my mattresses from the original mattress company near my house.   | I would guess I would be inside the mattress because of the word inner.  | I haven't heard of any company of water bed since the 70s.   | That they were very heavy to move.  |
| 1651       | 2    | I am aware of the Beauty Rest Mattress company.  | Not really.   | I am aware of Tempur-Pedic mattresses.  | Not really.  | I seem to recall the Sleep Number Beds being one company.                                    | Not really.   | I seem to recall prior mattress purchase, people talking about inner spring mattresses.   | Not really.  | I know there are water beds, but I don't manufacture's name.   | Not really.   |
| 1663       | 1    | I've seen a commercial about that as well.   | None.   | I've heard Tempur-Pedic mattress on the TV before on the commercials.                         | No.  | Sleep Number came to mind.   | That's all.   | I just don't know anything about inner spring   | That's all.  | I haven't seen or heard anything about a water bed in a long time.   | No.   |
| 1750       | 2    | I just sounds familiar I think I have heard it in TV adds  | No.   | I have heard of them I think they are the ones without springs.                               | No.  | I think they are the mattress where you can pick the firmness or softness, they have a dial. | No.   | It just sounds like a type of mattress, some have coils or inner springs  | No.  | I think it's just an option you can buy I don't think it's one they manufacture.   | No.   |

| Respondent | Q100 | Q1A   | Q1B  | Q2A  | Q2B   | Q3A  | Q3B   | Q4A  | Q4B   | Q5A  | Q5B   |
|------------|------|---|--|--|---|--|---|--|---|--|---|
| 1753       | 2    | Because I don't associate it with any mattress.   | No.  | It is like Hoover, it is like a certain type of mattress but possibly made by more than one company, I don't know              | No.   | Because I don't know.  | No.   | Because it seems to be fundamental to mattress.  | No.   | More than it is a generic term.  | No.   |
| 1849       | 2    | I don't know.   | No.  | I know someone who works there.  | No.   | I think we saw it at the mall  | No.   | I have no idea   | No.   | There are a lot of companies that produce water beds.  | No.   |
| 2063       | 2    | Because that is what we bought.   | They are the company that makes mattresses.  | That's the one I associate with is Tempur-Pedic  | That's all.   | Because it is company that sells mattresses  | No, the company I think of is Craftmatic.   | I hear a lot of talk about inner spring mattresses   | That's all.   | I am not interested in water beds.   | No.   |
| 2141       | 2    | Because it's the truth  | Just that I'm not in the market for a mattress for another 5 to 10 years so I don't pay attention to ads | Because it's true.   | No.   | Because it's the truth   | No, I am not that good of a consumer when it comes to mattresses.   | Because it's the truth   | Just that I'm no longer interested in them because foam fits my back injury better then a spring mattress ever has. | Because it's the truth   | Just that I've never owned one and cannot sleep on one.                             |
| 2457       | 2    | Because they advertise it   | I used to have one, I loved it   | I see ads about Tempur-Pedic.  | Not really.   | Because they advertise it that way.  | No.   | Because inner spring mattresses are what people depended on in the past and a lot of newer companies are still going with it | No.   | Because I know nothing about them.   | No.   |
| 2467       | 2    | Because I was looking at one of those Tempur-Pedic mattresses.                              | No, never had one.   | I did not know there was one company; I thought it was all Tempur-Pedic.   | The ads look great.   | I've never tried it  | No, don't know what they're about.  | I don't know anything about mattresses.  | No.   | Never tried it.  | I did have one once, about thirty years ago, it was warm and restful.               |
| 2637       | 2    | Because I have one  | No.  | The advertisements   | No.   | Sleep mattress.  | Pricy, but good.  | Because a lot of mattress I was looking at had the inner spring option   | No.   | Because I have not looked at the water bed mattresses.   | No.   |
| 2674       | 2    | Looked at a Beauty Rest just want to look around to see the different variety               | I just know it's been around for a while and a few friends who always buy the beauty rest product.       | Because I don't know.  | No, only I have talked to seems to enjoy Tempur-Pedic   | I don't know.  | None.   | Because I don't know, I want to purchase a bed that all the controls for it that has all the gadgets.                        | No, find something you're comfortable in it.  | Looking around for a purchase before the summer and there's a big variety and I'm not interested into a water bed and my son had one not long. | Nothing else, the one my son had he enjoyed it and had nothing bad to say about it. |
| 2766       | 1    | Because I thought that was a company.   | No.  | I thought that was their brand name.   | No.   | I thought that was the company that made them.   | No.   | I think a lot of companies make inner spring   | No.   | I don't know what companies make water beds. I always look for something that is made in the USA.  | We would not get a water bed.   |
| 2816       | 2    | A lot of stores sell them, I don't know makes them.   | No.  | I am just guessing   | No.   | Because my parents had one of those beds.  | Some people like them, some people don't and they are pricey.   | Don't know who makes Inner Spring.   | No.   | Don't who makes them, hard to find now.  | My parents used to have a water bed.  |
| 2861       | 1    | Commercials.  | I know it's a type of mattress and they use it in commercials a lot.                                     | Commercials, no that's about it.   | I know they have a variety of them. I don't know the names but I know you can get pillow tops and the foam. | I've just seen a different commercial. I think of the Sleep Number bed, it just rings out in my head | I know you can get where one side you can dial your number, the next person can dial their number                             | I don't know if they are all inner spring  | No that's it.   | I haven't mention of a water bed since the early 90's  | No.   |
| 2953       | 1    | I don't know of any company that has them.  | No.  | I haven't done any research on it.   | No.   | I haven't done any research  | No.   | I don't know   | No.   | I don't like water beds so I wouldn't even look at them  | No.   |
| 3046       | 2    | Because they tell you can get better rest with them and wake up more refreshed.             | No.  | I just seen advertisements on the TV for how good their supposed to be for you   | No.   | I've seen and heard that you can adjust the number on the bed for more comfortable or firm sleeping. | No.   | I just don't know too much about inner spring mattresses.  | No.   | I just haven't heard too much about them anymore, I thought a thing of the past  | No.   |
| 3285       | 2    | I just don't know.  | No.  | I just think of it being made by one company.  | No.   | I've seen advertisements from more than one company do the same bed.                                 | No.   | Because a lot of them have that.   | No.   | They've been out for so long.  | No.   |
| 3293       | 1    | Because we have seen them in several places in the mail.                                    | No, I don't know anything really about them.   | Sometimes we see them in several places in the mail and places of rooms to go.   | I believe it is the brand that my mom has that brand.   | I have never heard of the name.  | No.   | I really don't know  | No.   | I have never heard anybody mention them anymore.   | No.   |
| 3389       | 2    | Don't know.   | Don't know.  | Don't know.  | Don't know.   | Don't know.  | Don't know.   | Don't know.  | Don't know.   | I don't know.  | Don't know.   |
| 3473       | 1    | Commercials.  | No.  | Just commercials on TV and everybody knows it  | No.   | I don't know.  | Not really.   | I just don't know.   | No.   | I don't know about it, I hate water beds.  | No.   |
| 3496       | 1    | Hear the name a lot so I assume it is a company   | Heard the brand on commercials.  | I've heard the name numerous times on television but don't associate with certain company that I know of.                      | Mattress doesn't move if other person is on the bed. Doesn't bounce around like most mattresses.            | Commercials that say Sleep Number. I hear that term a lot.   | Adjust both sides separately.   | I don't associate it with things.  | Not really.   | I know there is numerous different styles and different manufactures. Soft side and hard side.   | Haven't seen one in a long time.  |
| 3609       | 1    | Because there is a lot of mattresses out there, a lot of different ones out there           | No.  | I don't know anything about them and I've never looked at anyone of them.  | No.   | Just because my daughter got one before.   | No, just that I've tried it out and it was hers.  | Because a lot of them have inner spring and it depends on what you're looking at   | No.   | Because years back ago everyone wanted them and now you don't see them anymore.  | No, in the years back they were not good for your back.                             |
| 3650       | 1    | Because I thought it was the name of one company that advertises Beauty Rest. I don't know. | No, other than it is another traditional Inner Spring mattress.  | I just think that it refers to a certain type of mattress and identifies with one company and that is the one that I sleep on. | They come in plain flat and adjustable.   | Because I would associate it with a Sleep Number brand   | They adjust with air according to what number, like the pressure or support, the thickness of support that the person desires | I just thought that all traditional mattresses have inner springs in them  | No.   | Because there is a variety of water beds I guess but I kind of think they are going out of style.  | No, I have never had one  |

| Respondent | Q100 | Q1A   | Q1B                                      | Q2A  | Q2B  | Q3A  | Q3B   | Q4A   | Q4B   | Q5A  | Q5B   |
|------------|------|---|--|--|--|--|---|---|---|--|---|
| 3816       | 2    | Sounds like a low level of a mattress, best medium and less and best so it sounds like a best.                              | No, not particularly                     | Advertising  | No.  | Well I just think some stores carry several lines                              | No.   | I just think I seen that advertised that way  | No.   | Advertising.   | No.   |
| 3826       | 2    | Advertisements.   | Yes.                                     | Advertisement I've seen, it's that foam stuff, that you know, doesn't cause pressure points  | Could hardly move on one   | We looked at the Sleep Number.   | Two people can have separate settings of bed  | Mattresses need them  | Yes.  | I use to have a water bed  | Their hard to get out of  |
| 4007       | 2    | Advertisements.   | No.                                      | Because I see it advertised  | None.  | Because I don't recognize the name.  | None.   | From advertisements.  | No.   | Advertisements.  | No.   |
| 4010       | 2    | I don't know.   | No I have no idea what beauty rest is.   | On the radio, and online I did see this name.  | No.  | I just don't know.   | Because I just know different people have a different Sleep Number that they prefer on a mattress | Basically I do not pay too much attention to mattresses, we will buy one only when we need it. We will go to the store and take a look and whichever is comfortable and is an affordable price we will buy it, we do not really pay attention to any features or specific products. | No.   | I have heard this name and don't know if I can associate it with one company. I simply don't know. | I heard some companies disallowed people using water beds but I don't know why, maybe it wastes too much water. |
| 4156       | 1    | I guess I would say it's one company I have never really thought about it   | No.                                      | I just never really looked into Tempur-Pedic so I don't know anything about them   | No.  | Just from commercials on TV, Sleep Number.                                     | No.   | Because I know they are in different mattresses. I just know that they are made by many manufacturers.  | No.   | Because I used to have one and I know more than one company makes them.                            | I don't even know if you can buy them anymore.  |
| 4170       | 1    | I know it's a brand name but that's probably it. No knowledge on the quality  | No.                                      | We live in a small community and we have one provider for furniture and that's where we go when we need something. So we just more or less buy what they have. | No.  | I've seen something with Numbers advertisement but I've never thought about it | No. I think that if you have a bed you can switch your numbers to the setting you prefer.         | I've just never thought about it. I know there's such thing as an inner spring but that's about it.   | No.   | I don't know who makes them.   | No.   |
| 4362       | 1    | I don't know.   | No.                                      | I don't know.  | No.  | I don't know.  | No.   | Don't know.   | No.   | I don't know.  | No.   |
| 4514       | 2    | Because it is a tag name of a particular product  | I would love to own one                  | It seems like it is a one company brand.   | They're really nice mattresses, they hold their integrity.               | Because I have seen them on commercials.                                       | My back doctor recommended them, but they are expensive   | Because there is inner spring mattress, air mattresses, water mattresses. They're a type of bed.  | When they were out, they poke you.                                | Because I have owned one   | Never sleep in them when you broke your leg   |
| 4596       | 1    | I'm just giving my opinion of what I like.  | No I can't.                              | I looked at several different brands of mattresses and the one that I liked I bought   | That is what I purchased   | I don't know.  | No.   | I don't know.   | No not really.  | I have had a water bed before but don't like them.   | I just don't care for them and I'll never buy another one   |
| 4702       | 1    | We have had their mattresses.   | No.                                      | We have looked at them.  | No not really.   | I've heard of their advertising.   | No.   | Just shopping around with different beds.   | No not really.  | I don't really like water beds so we didn't look into them   | No.   |
| 4705       | 2    | Just what I associate it with   | No.                                      | What I associate it with   | No.  | Sleep Number.  | No.   | Just don't know.  | No.   | Just because.  | No.   |
| 4758       | 2    | Because it's a Simmons product.   | No.                                      | Because Tempur-Pedic is one company.   | No.  | I know the company that does it.   | No.   | Mattresses they all have springs.   | No.   | Generalized term.  | No.   |
| 4957       | 2    | I believe that it's Simmons Beauty Rest commercials.  | No.                                      | I have to look at look at Tempur-Pedic.  | No.  | My mom owns one, Sleep Number.   | No.   | I have heard of it in more than one store. I have heard of it in more than one store. I have heard of it in more than one store.  | No.   | I have never looked that I know there are more than one manufacturer.                              | No.   |
| 5212       | 1    | Just because of their advertisements.   | No.                                      | Because you looked at them, at the mattress stores   | They seems to be top of the line at a lot of places that I've looked at. | Because I don't know.  | No.   | I just don't know anything about them.  | No.   | I just am not interested in a water bed.   | No.   |
| 5267       | 1    | Saw the mattresses when we were looking ours  | Comfortable.                             | Commercials.   | Sound expensive  | Never heard of it.   | No.   | I think it's the type of spring that is in the mattress   | No.   | I just think it is   | I don't like them.  |
| 5268       | 1    | I don't pay attention   | No.                                      | That's what you associate it with.   | No.  | I'm not sure.  | No, I don't pay attention   | They're just out there. They're the cheaper ones  | They're not comfortable.  | I've never checked out any different manufactures.   | No.   |
| 5286       | 2    | I don't know. I never really thought about it   | No.                                      | I guess different mattresses companies make them different.  | No.  | Because I never thought anything about it, I guess                             | No.   | There are different companies that make different mattresses.   | No.   | Because more than one company makes water beds.  | No.   |
| 5322       | 1    | If I go to a mattress store they are going to have more than one product there and I will look at whatever they have there. | I've slept on it in hotels, it was fine. | I've never heard of it   | Nothing.   | I don't know what you're talking about.  | I don't know what Number Bed is.  | I just don't.   | Nothing.  | I oppose to the product  | No.   |
| 5370       | 1    | Don't know.   | Don't know.                              | No.  | No.  | Because we looked at one.  | No.   | It's what they all go with, Serta Stars and Foster.   | No.   | No.  | No.   |
| 5398       | 2    | Because it's a very marketing term.   | No.                                      | Because there is a Tempur-Pedic company, it's a brand  | They're expensive  | I've just seen the company advertisements, Number Bed.                         | Just that you can adjust and merge either side of the bed.  | Because I know there is some that don't.  | No, just I'm familiar with the term, springs inside the mattress. | I've never had or thought of buying a water bed.   | No.   |

| Respondent | Q100 | Q1A  | Q1B   | Q2A   | Q2B   | Q3A   | Q3B   | Q4A  | Q4B  | Q5A  | Q5B  |
|------------|------|--|---|---|---|---|---|--|--|--|--|
| 5526       | 2    | I only know one Beauty Rest mattress company.  | No Ma'am.   | I've been in that store before.   | No.   | I've only heard of one company of Number Beds.                              | I'd like to have one!   | I don't know.  | No Ma'am.  | Because I don't know that they still make water beds, I mean I know that they used to in the 70s and 80s but I don't know that they still make them.                                       | No.  |
| 5562       | 1    | I don't know anything about beauty rest.   | No.   | There are several companies that have that technology.                              | No.   | Just because I only remember one company but you can have the Sleep Number. | No.   | Just because most every bed has the inner spring   | No.  | I don't know anything about water bed.   | No.  |
| 5826       | 2    | Commercials, all I can say   | No.   | I just think that there are a couple of different companies that make Tempur-Pedic. | No.   | Because of commercials.   | No.   | I just think it's the type of mattress.  | No.  | I just don't know.   | No.  |
| 6026       | 2    | I don't know why, like Tempur-Pedic there is more than one manufacturer                          | No.   | I think of pedic as a company itself.   | Good mattresses I think they are very comfortable.  | The commercial for the Number Bed implies one company.                      | No.   | The majority of mattresses are built with inner springs  | Not patent protected, reasonably high priced mattresses use inner spring   | I think there is more than one company that produces it.   | No.  |
| 6035       | 1    | I don't go and see mattresses so how would I know?   | Nothing. I think it's just a name they put on it and they can't take it back once they buy it.  | I only go where I go and I haven't seen any differences.                            | No.   | But my children are very happy with them, both of them.                     | No but I know some people is happy with them  | We have been checking. We don't have to worry because we won't be here long enough because of our age. | I have two children that bought Sleep Number Beds and one of them had the springs coming out of them and he had to sleep in his son's bed. | You don't do anything with mattresses with air or water. Because they don't last that long. If there are guarantees of 5 or 10 years we may not be here. We are too old for the guarantee. | Well, water beds can leak. They are hard to change the water or take the water out. They don't have a nice little pump in there. |
| 6052       | 2    | Associate with the name brand.   | No.   | Just my own reasoning in my mind.   | I liked it.   | I would assume that there would probably be more than one company.          | No.   | I would say that there is more than one competition out there.   | No.  | I just don't have any associations with water beds.  | No.  |
| 6161       | 2    | Research.  | No, I haven't tried it or been to the store to try one  | Research.   | No.   | Research.   | That's probably the one will be considering of getting  | Done some research on the mattress I want to buy   | They are very uncomfortable.   | I don't think I've researched a company about water beds or considered one   | No.  |
| 6330       | 1    | Because I don't know   | Well I think it's a mattress form and it's on the commercials but I don't know much about them. | I think it's one big company  | Well I was watching the commercial and how the gel forms into your form and it's temperature control. | A lot of commercials but not too sure.                                      | No.   | Because I don't know.  | The mattress I want to purchase has no springs   | Because I don't know and because I'm not interested in a water bed.  | Because I'm not interested into Water Bed because I'm not interested into it   |
| 6347       | 2    | I don't know. I just said it   | No.   | That's what I know somebody has, a Tempur-Pedic.                                    | No.   | Do not know.  | No.   | Just don't know.   | No.  | Because I don't use water beds.  | No.  |
| 6483       | 1    | I've heard it on the commercial but I haven't the slightest idea what commercial that belongs to | That's nothing  | Because I don't listen to any commercials. I don't believe anything they say        | The last mattress I bought was on sale for 600, it was beautiful mattress.                            | I never heard of that term  | No, it's the first time I've heard of it.   | Because I really don't know  | No.  | Because I don't know.  | I like water bed but it's too heavy for my second floor  |
| 6912       | 2    | I really don't know that much about them.  | No.   | I really don't know that much about mattresses.                                     | No.   | We've had sleep Number Beds before.   | No.   | I really don't know that much about mattresses.  | No.  | Uhh, I have owned a waterbed before.   | Not really.  |
| 7002       | 1    | The commercials  | No.   | They have a lot of references.  | I tried a Tempur-Pedic and loved it.  | Commercials.  | They have a number that they can put on either side of the bed, either person can select their own number | Never heard of inner spring  | No.  | That's back in the 60's  | They leak.   |
| 7017       | 2    | Probably just from the advertising and I think that I have seen the sticker on one of them.      | I think of it as a high end mattress, a good brand.   | Advertising.  | No.   | Their adds on TV.   | They were something that we considered but they were very expensive                                       | I really don't know. I really don't know. I really don't know. I really don't know                     | I don't like it.   | Because we have had those in the past and still have one in use and I know that they had different company names on them.  | I like a water bed.  |
| 7036       | 2    | I just think it's a brand  | I think it's made by Simmons mattress.  | Because it's a brand name   | No.   | I don't know it because I don't know it.                                    | No I don't know anything about Number Bed.  | Just a type of mattress.   | I don't know, not really   | I don't know who manufactures water beds.  | No.  |
| 7153       | 1    | I've seen the name with Simons Beauty Rest   | No.   | Advertising.  | No.   | Some of the advertising I've seen.  | No.   | It's a standard method of mattress.  | No.  | It's not something I'd consider using so I don't pay attention to it.  | No.  |
| 7281       | 1    | Online commercial.   | Sounds good.  | Because I thought it was just one company.  | Something good.   | Never heard of it.  | No.   | There are so many of them.   | No.  | Because I never had to use a water bed.  | Nothing. If there's an earthquake then it's like you're in the ocean   |
| 7404       | 1    | I don't know who makes them.   | No.   | I don't know who makes them.  | No.   | I don't have a clue as to who makes them.                                   | No.   | Been around forever.   | No.  | Water bed is not a mattress.   | No.  |
| 7733       | 2    | I don't know.  | Not particularly, it's a well known brand.  | Tempur-Pedic is a specific brand of a foam mattress.                                | No.   | Not particularly, familiar with that name.                                  | No.   | Well my understanding innerspring is just a type of spring that is offered by more than one company.   | No.  | Because water bed, I don't think of waterbed as a brand, rather generic meaning it could be sold by more than one outlet, more than one company.   | No.  |
| 7963       | 1    | I don't know which store carries which ones  | They're soft, they're comfortable.  | TV.   | Soft.   | It's just on TV, bits and pieces.   | No.   | Advertising on TV  | No.  | I've been going around and haven't seen a water bed except for in a garage sale  | They get leaks and make a mess.  |



| Respondent | Q100 | Q1A  | Q1B   | Q2A   | Q2B   | Q3A  | Q3B   | Q4A  | Q4B   | Q5A  | Q5B   |
|------------|------|--|---|---|---|--|---|--|---|--|---|
| 8010       | 2    | We don't pay attention, we were happy of what we bought.   | No, I can't.  | Well because I didn't look at all the paper work at the time.   | No I can't, for what we bought I'm happy with it  | Well guess I just didn't pay attention at the time. We just needed the mattress  | No, we're pretty happy with it and everything is ok                           | Well if we were not interested in it or we wouldn't be happy with it, we certainly wouldn't  | No, I can't.  | Well I didn't pay attention to the make of it and we're just happy.  | No, I can't.  |
| 8275       | 1    | Just from advertisements   | I believe it is Serta   | Based on purchasing our own mattress.   | Those are expensive too and they have foam.   | Based on what I have seen on TV and I have family members who have purchased a Number Bed.   | They are expensive  | That it just a standard part of a mattress.  | The more the better.  | I associate water beds from the 70's. I just associate water beds as a type of bed   | That they were very popular in the 1970's and they are cold.  |
| 8292       | 1    | From commercials I have watched or heard on the radio.   | No.   | I hear commercials you get this one, seems like everybody has them  | No.   | I just assume most of the brands would have that   | No.   | I just follow the mattresses closely.  | No.   | I would think that I and everyone would have heard about one. At some point everyone I would guess have had one.   | No.   |
| 8338       | 1    | Because you can purchase them at different retailers   | No.   | Just because of Tempur-Pedic mattresses.  | No.   | Just because you have to go to a Sleep Number store to get one.  | No.   | Because they are virtually in every mattress with exception of the Sleep Number and the Tempur-Pedic.  | No.   | Don't know.  | Don't know.   |
| 8345       | 1    | Advertising.   | No.   | Advertising.  | It's expensive  | Advertising, sleep Number Bed.   | No.   | Experience and advertising   | Different designs.  | Don't consider water beds  | Nothing.  |
| 8446       | 2    | I don't really pay attention because I do not have time  | No.   | I have heard it once before on a commercial but that is all.  | No.   | I have never heard of that   | No.   | I have heard it on the commercial but was not paying attention to what it was talking about.   | No.   | I don't pay any attention to when it comes to water beds.  | No.   |
| 8582       | 1    | Because that's what their brand name is.   | No there isn't.   | They advertise lots about the foam, about how it stays to fit your body.  | They were the floor runner and I also know that if you're looking for that they have a reputation.  | I have one.  | I like it, it's very good   | Mattresses need a box spring underneath it   | No there isn't.   | We had one in the past but just don't see them today   | We had one for a number of years and now we have an air bed.  |
| 8590       | 2    | I don't know.  | No.   | I don't pay attention to the commercials.   | No.   | I just don't really pay attention much to commercials.   | No.   | I don't know I just do I see in advertisements.  | No.   | I don't pay attention  | No.   |
| 8949       | 2    | I have only heard it used with one company   | No.   | It's a brand name.  | No.   | Sleep Number Bed, the only one I know.   | No.   | It's a generic mattress style  | No.   | Very generic, lost of companies make water beds.   | No.   |
| 9100       | 1    | I didn't look at the mattress  | Sleep like a Beauty Rest  | I never had one   | It's a good comfortable bed. I've tried it before.  | Because I don't have one   | Nice and comfortable.   | Because the both beds are different kind.  | It's good, comfortable and the springs are so flexible  | I don't have any   | Nothing at all  |
| 9251       | 2    | Because that's a brand that's owned by Simmons and I know that because I was at the mattress store twice last weekend and I looked at those also | It's one of the higher end models for Simmons, but that's really about it                 | Because Tempur-Pedic is a brand and I know a lot about it because that's actually what I purchased. I did a lot of research about it.   | There is only one Tempur-Pedic.   | Because I just know the Sleep Number bed.  | Not really. I know they have stores in the mall and that's it.                | Because almost all major companies make inner spring mattresses  | No. That's the conventional mattress.   | Water bed is a generic term for a bed that's filled with water. I don't know who manufactures them, but it's a generic term.                                 | No.   |
| 9358       | 2    | I don't know if it's associated with one or more company.  | No.   | Just a guess.   | That brand is sold at different retailers.  | Just a guess.  | No.   | I do know that these mattresses come from different manufacturers.   | No.   | I do know that many companies manufacture them.  | No.   |
| 9533       | 1    | Because I've seen the ads and I've seen the advertise before.  | No.   | Seen advertise on television don't know nothing else about it.  | No.   | Advertisement the Number Bed on television it's not what I purchased   | It's expensive and I'm not interested in it                                   | All kinds of advertisement, mattress wasn't the best. I didn't investigate it. I bought 3 twins.   | No.   | I had a water bed. I don't remember what it was so it didn't, you know make a stand in my mind.  | No.   |
| 9624       | 1    | Because I don't remember.  | It's nice.  | Just my guess.  | No, they're nice.   | Because my son has one   | I don't know.   | Because that's the only one can remember.  | No.   | Because I've never had a water bed.  | No, they're scary because you might get flooded with water.   |
| 9692       | 2    | Because I read on it   | They are the more common ones, ones that I had the most probably one of the cheaper ones. | They advertise on television  | They probably a very good bed, I just can't afford it.  | I think it's kind of like the Tempur-Pedic where u can have different kinds of settings, firm soft or whatever.  | That what I think it is but I'm not sure.                                     | I think inner spring is the wire things, I think it's more then one company  | No.   | Because different companies advertise them   | I wouldn't want one   |
| 9959       | 2    | Because I see the tags on the bed saying that, I think it's Simmons Beauty Rest  | Not really.   | Because that's the actual brand, sweetish Tempur-Pedic sleep system I think that's what it's called, they're actually pretty good beds but they're really heavy. For people who have a lot of body pain, they are hard to get out of, that's one of the main issues I have with them. | No, well once you're lying in them it's really good because if you have pain and you lay down on it, they're really good, especially if you have back pain. | Because I own one, I own a Sleep Number Bed; it's a really good bed. You can adjust the stiffness and firmness about it. It's a good bed, they make a single chamber or double chamber, if you sleep with a partner you can adjust each side, individual comfort level or u can do it with the full bed which is a single chamber. I have a lot of good things to say about it and the survey typist can't keep up, but I have a lot of good things to say about it it's a really good bed | The interviewer is also very patient, I am pleased with the sleep Number Bed. | Because I don't know the difference between coils and springs I think coils are individual and springs are together. And I quit paying attention to trying to learn about beds because once I came across the sleep number bed I lost interest in all other beds, I am pleased with the sleep number bed and I don't pay attention | I don't know much about it at all, don't really care to I slept on different bed springs and coils and they don't ease the body like the sleep number bed does. | Because I don't hear about people having them, I don't hear advertisements about them or see them in stores or anything, I didn't think they still made them | I think they'd be uncomfortable for more than one person to sleep in, it'd be a bad way to wake someone up, one side goes down and one side goes up |
| 10121      | 2    | I think that's what I understand it to be  | No.   | You go on and see all the different brands of mattresses.   | No.   | I don't know what kind they make we got a pillow top.  | No.   | I'm not an expert on mattresses.   | We had one and I hated it   | Because we are old.  | No.   |

| Respondent | Q100 | Q1A   | Q1B   | Q2A  | Q2B  | Q3A   | Q3B   | Q4A  | Q4B  | Q5A   | Q5B   |
|------------|------|---|---|--|--|---|---|--|--|---|---|
| 10153      | 1    | Assume that it is copyrighted.  | No.   | Because that's copyrighted.  | No.  | I have one.   | No.   | No.  | No.  | Every one makes them.   | A whole lot of manufactures that make them.   |
| 10281      | 1    | Never heard of it.  | Looking for memory foam.  | I haven't been shopping.   | No.  | Don't know anybody that has one.  | No.   | Don't know what talking about.   | No.  | Wouldn't think of getting a water bed.  | No.   |
| 10400      | 2    | Because I don't know  | No.   | I guess I associate it with a specific brand.  | No.  | I guess I only know of one  | They are adjustable.  | I don't know.  | No.  | I just don't know.  | No.   |
| 10512      | 1    | No particular reason  | No.   | Doesn't know.  | No.  | I just bought one   | It may be a better mattress than other mentioned in the survey as well as longer lasting. | Most companies have them   | I don't have one   | I don't think one particular company that make water bed.   | Never had one.  |
| 10563      | 1    | Because of advertisement  | A good mattress.  | I believe I've seen it on TV and that more than one company has advertised   | I heard they are very good mattresses and associate that with expensive and would have to buy more than the mattress itself. It's operated by electricity, can adjust the height and elevate portion of the bed itself and preference and also you can control one side of the bed and the other person can control their side | I believe I heard it advertised that way.   | Based on your preference firmness or soft, any place in between there.                    | Most mattresses years back were inner spring   | I would say that some have coils, are comfortable and the more coils the more comfortable it would be. | Advertising and maybe passing along the highway and might see water bed.  | Not a whole lot.  |
| 10666      | 1    | Because when I watch the commercial, I hear just that and then on the next commercial they don't say Beauty Rest, they say something about Tempur-Pedic and something about some foam. I know that the beauty rest is coil springs or something spring mattress and the Tempur-Pedic is the one with the foam. I don't remember which one has the coils and which one has the foam. | I know it is a mattress and the box spring. I know it is one that has just the box spring and it is made of some stuff from NASA. NASA makes something to put in the space shuttle and they copied it to make a mattress. | Because I have heard it, but I don't hear it with every mattress. You know you watch commercials.                            | Well I think the only one company makes it because they have been talking about beauty and the other one about sleep comfort, I forget the name.   | Because when I hear that it is one company that is talking about your back and your sleep and your body to a certain number. It is one bed and one side, one person can sleep to their number and another person can hit the control to their number. | No. Not really.   | I have heard them talk about the inner spring. It goes in the box spring                           | No. I really don't know  | Because I don't hear much about water beds anymore  | Well, they was talking about them 8 years ago but you barely hear anything about it. They don't talk about water beds like they talk about other things about the mattress. Like you said, a Tempur-Pedic mattress, they talk about that more than the water bed. I don't hear no more about the water bed. |
| 10923      | 1    | Serta.  | No.   | There's only one company I know that sells those   | I don't like them.   | Sleep Number.   | I love it.  | Most companies make mattresses with inner springs.   | I don't like it.   | I don't associate water bed with any particular company   | I don't care for them.  |
| 10932      | 1    | Because I do not know a brand off the top of my head.   | No.   | Because we purchased a Serta Tempur-Pedic.   | No.  | Because there is a Sleep Number mattress.   | We looked at them.  | I can't tell you one company that makes one, Serta makes them.                                     | No.  | I don't think of a mattress when I think of water bed   | No.   |
| 11144      | 2    | That's what I know.   | No.   | Just because I just bought one.  | No.  | Just don't know.  | No.   | Just don't know.   | No.  | I don't have any interest in them.  | Don't know.   |
| 11185      | 2    | I just heard of a whole lot of company.   | No.   | I heard of but I don't know  | No.  | I've never heard of it  | No.   | I just deal with one company.  | No.  | I never had a water bed   | No.   |
| 11200      | 1    | And again I thought it was a brand name.  | No.   | I thought it was a brand   | Not really, no.  | I've never heard of them  | No.   | I've heard the term but don't know much about it.  | No.  | I just thought it was a type of bed, not a brand name.  | Didn't know anybody sold them anymore.  |
| 11309      | 1    | Because I have heard them advertised and from what I have heard of they are a good mattress.  | No.   | Because that's all I have ever heard. Tempur-Pedic says they are the best but I don't feel the need to purchase at this time | No.  | Because I have never been to see one, I have never had one. I can't imagine a mattress at my age to set me up so I can read. I always found that whatever mattress you have bought you need to adjust to it   | No.   | Because I don't know about the mattress.   | No.  | Because I have tried them before.   | I didn't enjoy the comfort.   |
| 11313      | 2    | I think it's one company  | Not a thing.  | I think there's actually one company that invented it and copyrighted that name  | Know.  | My parents have one and there's only one that I know of actually.   | I know what it is but as far as who makes it know.  | I think that's how most mattresses are made.   | No.  | There are many kinds available.   | They are horrible   |
| 11370      | 1    | Because that's what it's named.   | It must be comfortable.   | Because that's the name of the process.  | No.  | Because I've never heard of it.   | I've never heard of it  | Because I don't know.  | I can't because I don't know   | Because I don't have any idea.  | They're kind of sloppy and wavy.  |
| 11565      | 2    | It just goes hand in hand with Simmons Beauty Rest. I automatically think of that and don't associate with another company.   | No.   | Again that one specific company comes to mind.   | No.  | I don't know if more than one company make it. I don't associate it with any company.   | No.   | It just doesn't ring a bell of any particular company  | No. I assume it is a spring inside a mattress  | I just assume waterbeds are made by several different companies. It's a general term.   | No.   |
| 11699      | 2    | Heard their ads.  | No.   | Heard they're ads.   | Not really.  | Not familiar with it.   | No.   | That's what I associate with   | Not really.  | Lots of people make them.   | Not really.   |
| 11701      | 2    | I just think of beauty rest mattress place that sells Beauty Rest mattresses  | I think I bought a mattress from them, but it may not a beauty rest company, I don't know as it was a couple years ago.   | Well, I've heard of the Tempur-Pedic mattress and don't know the names of different companies that sell them.                | I've heard they're good beds and I have a sleep Number-Bed which I'm very satisfied with.  | I bought it from the Sleep Number store.  | I love mine.  | I don't like inner spring beds. I had one and it was terrible which is why I went to a Number Bed. | I hated them.  | One company that went out of business but is now not located in my state, as people don't buy them anymore and they're not good for your backs. | They were a hit in the 70's and a lot of people had them but they're a hassle with draining and putting in fresh water.   |

| Respondent | Q100 | Q1A  | Q1B   | Q2A   | Q2B   | Q3A  | Q3B  | Q4A  | Q4B  | Q5A   | Q5B   |
|------------|------|--|---|---|---|--|--|--|--|---|---|
| 11723      | 2    | Plenty of advertising on TV and radio.   | Never had one of those  | Because I thought it was trademark brand.   | I slept on them before and really liked it wish I could get my wife to try them.  | Because I don't know of any other brand that sell Number Bed.  | I used to have one of those thinking about buying one of those.  | That's the way they used to make mattresses for hundreds of years                            | Good quality ones are great but the cheap ones are terrible.   | Because I used to have water bed for a long time and only heard of one water bed company.   | I loved them great for my back terrible for sleeping with newborns.                         |
| 12015      | 2    | I never had a Beauty Rest mattress.  | No.   | Because I don't know what kind I'm going to get.  | They make good mattresses   | Because I've only dealt with one company.  | No.  | Just because I can get regular mattresses.   | No.  | Because I never had a water bed.  | No.   |
| 12083      | 1    | I don't know.  | No, sounds good though  | I just thought that's what it was, the kind of mattress it was, I just thought it was one company, like Serta           | It has got a Sleep Number. I don't know.  | The TV, I've seen it in the store, everything tells me that.   | I can do one side, she can do the other side.  | I don't know.  | No.  | I haven't seen it, or any advertising for it.   | No, I haven't seen them for years, I have a frame but I don't know where to get a mattress. |
| 12112      | 1    | We are looking for different options we don't know what we are getting yet.                      | No.   | Because they just make that one type of bed.  | No.   | Because we've seen them on the ads on TV.  | No.  | I don't know that much about inner spring  | No.  | I'm not interested in a water bed.  | No.   |
| 12154      | 2    | I assuming it's a mattress   | No.   | Because it's only one company that makes the mattress.  | No.   | I would assume it's one company but I'm not sure   | No.  | Because I've used them for that many years.  | No.  | Bought them for my children long time ago.  | I wouldn't know where to find them.   |
| 12284      | 2    | Have looked at this one, was considering it  | Pretty good, like them very much.                             | Assists it with memory foam   | Really comfortable, but the reviews say hard to get used to as the temperature is too hot.  | Not a part of that.  | Doesn't know the product   | Doesn't recognize the name.  | Not really.  | The way they feel.  | Think they're weird   |
| 12306      | 1    | I don't know.  | No, I don't know anything about it.                           | I don't know.   | Can't tell you anything about it.   | I just don't know and I wouldn't be interested in a Number Bed.  | I can't tell you anything about them.  | I just don't know, I just go in and lay down on a bed and see if that's the mattress I want. | No, except my mattress right now is rather lumpy. I've had it for 13 years and it's time to get a new one. | I've never even sat on one  | I can't tell you anything about them. I know nothing about them.                            |
| 12445      | 2    | Because I like Beauty Rest   | It's comfortable and I own one know, they last a long time.   | I don't really know what a Tempur-Pedic is.   | No I really don't know about it.  | I'm familiar with the commercial on the TV.  | It's comfortable.  | I really don't know  | Not really.  | I'm not familiar with water beds.   | No not really.  |
| 12745      | 1    | I think it's trademarked by Simmons.   | No.   | It's because everyone in our family has a Tempur-Pedic bed, it's the kind of beds we buy now because we buy them a lot. | Our family, it has turned into a synonym for beds.  | Because I remember one company that has an air mattress of some sort that you can inflate to a number but I wasn't sure of the company's name. | No.  | I heard the term but I don't think of anything in particular.                                | No.  | I haven't heard of a water bed in 20-30 years. I didn't think they were made.   | No.   |
| 12902      | 2    | I think that only one company makes Beauty Rest because I have only seen it at Sears.            | None.   | Multiple companies sell it. He knows this because of commercials.   | None.   | Never heard of it.   | None.  | Never did much research  | None.  | Didn't think they made them anymore.  | None.   |
| 13024      | 2    | That's the only one I know   | No.   | Advertising.  | They're soft. They are comfortable and they are expensive.  | Commercials.   | No.  | Advertising.   | No.  | I don't really know of anyone that makes water beds anymore.  | Uhhh... no.   |
| 13055      |      | It's just been in my mind for 1 years.   | It sounds like it's very comfortable.                         | You got me.   | No.   | I don't know.  | No.  | I just took a guess there  | No.  | Because I never had a water bed or paid much attention to it.   | Not really.   |
| 13223      | 1    | I haven't bought mattresses  | No.   | I haven't ever heard about it.  | No, I don't know anything about it.   | I don't know anything about mattresses so I don't really know.   | I don't know.  | I haven't purchased a mattress.  | No.  | I don't really know too much about mattresses.  | No, I don't know.   |
| 13303      | 2    | Well I guess you always assume that a mattress is made by one company.                           | They have been around for a long time. They are very popular. | It's a name.  | They're popular, well known name brand, well made but they have a smell if you go cheap. I may be confusing that with another brand | Sounds like a particular type of bed that would be made by a certain company.  | Is that the air filled mattress or am I confusing it. No, I can't really tell you much   | It just sounds like a box spring mattress.   | No, not familiar with company.   | Well because water bed doesn't have a brand to it. I assume there are different brands of water beds.   | I use to have one and would never have another one  |
| 13348      | 2    | Through advertising it's a brand name.   | Just considered a higher end mattress.                        | Through advertising   | We tried it and didn't find it as good as the Number-Bed.   | We own one.  | Best mattress we ever had would recommend to everybody.  | Type of mattress not a name brand.   | Old fashioned and been around for 30 or 40 years   | It's a type of mattress not a brand name.   | Slept on one a couple times and got sea sick.   |
| 13432      | 2    | Because I hear advertisements on TV about that mattress.   | No.   | I hear advertisements on TV.  | No.   | I just don't know.   | No.  | I just don't keep up with all that kind of stuff.  | No.  | I don't really know anything about water beds   | No.   |
| 13512      | 1    | Because I do not know  | No.   | That's the only one I know about.   | No.   | Because I do not know  | No.  | That's what I heard  | No.  | Because I don't know  | No.   |
| 13564      | 1    | Because I think it's Simmons.  | I thought it was supposed to be a good name, a quality name.  | Well I thought it was some kind of special foam that was designed, the only one that is patented.                       | They've become more popular lately.   | Well you see the adds, like the back of newspapers or magazines.   | The bionic woman use to advertise for them, like those info commercials. They have those stores in the mall that tell people to try out mattresses. My friend got one on the shopping channel on-line, on the computer. She loved it but it only lasted 6 years. She bought it for her husband so when you get out of bed it doesn't move the other side of the bed. | Because there is a lot of commercials that say inner spring on TV.                           | No, that's about it.   | Because I've never really looked into them. My girlfriend had water beds and her cousins had them too. It was a water bed mattress and I don't know as far as other companies that make them, I only know hers. | It suppose to be good for your back I thought because they heat your back                   |
| 13592      | 2    | Years ago I did work for a mattress company. I've seen it advertised on different programs here. | Beauty Rest is also a single-manufacturer.                    | Advertising on the TV   | It's supposed to be one of the good ones.   | I just don't know.   | No, I never heard of it  | I worked at a mattress company at one time, I was a kid.                                     | It just coils inside of the mattress, that's all I know  | I've seen them advertised in different places.  | There squishy, that's all I know.   |

| Respondent | Q100 | Q1A  | Q1B   | Q2A  | Q2B  | Q3A  | Q3B  | Q4A  | Q4B   | Q5A   | Q5B  |
|------------|------|--|---|--|--|--|--|--|---|---|--|
| 13668      | 1    | It's the only one that mentally I can think of, that I can associate.          | No.   | Because I hear it a lot  | No.  | I purchased a Number Bed and as far as I know they're the only ones that sell it | No.  | I don't hear inner spring very much any more.  | No.   | I don't know.   | No, the people I know that have it are happy with it but I just don't have it.                         |
| 13688      | 2    | I don't know what it is  | No.   | Because I know that Tempur-Pedic is a new trend.   | No.  | I don't know what it is  | No.  | I don't know.  | No.   | I don't like water beds   | You can get holes in them easily and they are not worth your money.                                    |
| 13709      | 1    | Because I don't know   | No.   | Because everybody offers a Tempur-Pedic.   | No.  | Because I don't know.  | No.  | Everybody makes a spring mattress.   | No.   | Because water beds are old fashioned and I didn't know they sell water beds anymore.  | No, I thought they were old fashioned.   |
| 13745      | 2    | I really don't know  | It makes you look good if you sleep for like more than 8 hours.       | I don't know.  | They are very comfortable  | I don't know.  | I have seen it on commercials.   | Because they are very uncomfortable.   | They are very uncomfortable. I have had one for over 10 years   | I really don't know   | They are not that comfortable.   |
| 13793      | 2    | Because my daughter will help me, I usually shop around to find the best price | No.   | Because I have not bought a mattress and I don't know what the word Tempur-Pedic means.                        | No.  | Because I am so tired tonight, I have been working in the yard all day           | No.  | Because I have not bought a mattress in a long time                                      | No.   | I'm not interested in a water bed.  | No.  |
| 13807      | 1    | I believe it's a trade name for them.  | No.   | I don't know but I assume that's a company name. I don't have any data   | No.  | I've only seen the ads of one company.   | No.  | It seems like a generic type of mattresses.  | No.   | Again, it's a generic type  | No.  |
| 13809      | 1    | Well, I don't know.  | No, I know nothing about them except for ads on TV.                   | Well because I haven't gone shopping yet.  | No, I've heard they're a good mattress.  | Because I don't know.  | No.  | Because I don't know.  | No.   | Because a water bed is different than a mattress.   | No.  |
| 14096      | 2    | Because I hear it on the commercials all the time                              | I'm I thinking it's Serta, Beauty Rest.                               | Because I hear that there's Tempur-Pedic and other pedics. I think Tempur-Pedic is copyrighted or a trademark. | No.  | I hear them on the commercials.  | None.  | Mattresses doesn't thrill me, I don't know.  | No.   | Because I know there are water beds and I'm sure that there are many places that make them but I have never owned a water bed and never heard anything on the commercials or on the radio | No.  |
| 14145      | 1    | The name of the mattress or the company.                                       | No.   | Not sure.  | No.  | It's just what I think   | No.  | What I've heard.   | Not really.   | I just heard about water beds my whole life.  | We won't be purchasing a water bed.  |
| 14163      | 1    | Because I've shopped for mattresses.   | They have a variety of type of mattresses and different price points. | Because I sleep on one   | Very comfortable, unfortunately I have developed an allergy to memory foam which is why we're shopping for a mattress.                     | Because that's the only one I've seen, is the Sleep Number One.                  | No.  | Because that's what a lot of the mattresses are that aren't memory foam or Tempur-Pedic. | If you have one for 15 years they start poking you in the back. | Because they're crap.   | No.  |
| 14235      | 2    | Because that's all I've heard about.   | No.   | That's all I've heard of   | No.  | Because I've seen the commercials.   | No.  | Because heard of inner spring mattress.  | A lot of stuff.   | Because I'm not schooled in the makers of water bed.  | They're not very popular anymore, they used to be  |
| 14337      | 1    | I don't know.  | No.   | I'm not sure how many companies.   | It's comfortable.  | Commercials.   | No.  | Because I have had all different kinds of mattresses.                                    | They're not comfortable.  | Don't know.   | They make me sea sick and I don't like them.   |
| 14345      | 1    | I guess I didn't know it was a brand name or a type of brand.                  | Don't really have much knowledge of it.                               | Because it's just that I think it's a one brand name company.  | Again, I have limited knowledge.   | I don't know anything about them.  | No.  | Because I assume it's the component of a mattresses of a non specific.                   | No.   | I have no knowledge of water beds.  | No, I don't know.  |
| 14351      | 2    | Because I know that's a name brand.  | No.   | Because it's not something I thought about.  | No.  | Because I just really haven't thought about it I just need a new mattress.       | No.  | Because there are all kinds of brands out there.   | No.   | Because I haven't even thought of a water bed.  | No.  |
| 14392      | 1    | Things I've seen and heard   | Not really.   | Because I don't know.  | I heard they're hot to sleep on (temperature wise)   | Just because they have their own store.  | They sound like an expensive air mattress                                  | Because I think they all have them.  | They have been around a lot longer.                             | I don't know.   | I don't like them, just never could never get the right hardness and they're hard to move.             |
| 14402      | 2    | What I seen in stores  | No.   | Advertising.   | No.  | Commercials on television  | No.  | Pretty wildly used term  | No.   | I don't know they made them anymore   | No.  |
| 14474      | 1    | I've seen the commercial   | No.   | I've seen the commercials  | They have a Sleep Number thing.  | I recall it on a commercial  | No.  | Because I don't know.  | No.   | Water bed is a description of a type of bed.  | Some rental places don't allow them.   |
| 14627      | 1    | They've been around for years and advertising                                  | Simmons.  | I just assume that it would be only one company marketing under that name                                      | It's a pretty recognizable name.   | Because I own one.   | The one I have sucks. That's why I'm thinking about getting a new mattress | Just seems like a generic term.  | No.   | Just the term that has been around and it's pretty generic.   | Not really. I know they're not nearly as popular as they were. They've come a long way with technology |
| 14681      | 1    | I have heard of Beauty Rest but not which companies they are talking about     | No.   | Because some of them have the Tempur-Pedic in them, that's what I have heard.                                  | I have seen a lot of commercials and have heard they are comfortable to sleep on but keeps your body warm. I have heard from other people. | I just don't know.   | No.  | Because I don't really pay attention to mattresses unless I'm buying it                  | No.   | Because I have seen different water beds out there with different companies. I think I have   | I know I kind of enjoy them  |
| 14710      | 2    | I don't know.  | I don't know.   | I don't know.  | No.  | I had a stroke.  | I can't afford it.   | I don't know.  | No.   | I don't know.   | No.  |
| 14730      | 2    | I think it's Simmons or one of those companies.                                | They are supposed to be a good mattress.                              | I see the advertisement on the TV.   | No.  | I seen you different on the TV about it.   | No.  | I see all these beds that associate with different springs with the companies            | Mattresses are made with inner springs                          | I really don't know   | No.  |
| 14800      | 1    | Because a lot of people have them.   | No.   | They all have them   | No, not really.  | Because I've only seen it at the one company.                                    | No.  | Don't know.  | No.   | Do they even make water beds anymore.   | No.  |

| Respondent | Q100 | Q1A  | Q1B   | Q2A  | Q2B   | Q3A   | Q3B   | Q4A   | Q4B  | Q5A  | Q5B   |
|------------|------|--|---|--|---|---|---|---|--|--|---|
| 15014      | 1    | Because I have really not paid very much attention to advertisements.                                  | If it would work.   | I have heard the name but don't know what it entails   | Absolutely nothing but it is probably what I would need because I have a bad back problem.  | I have heard it advertised and that's it. I know of one person that has it and that's it.   | I know nothing  | Because I have not studied the mattresses.  | I know nothing about them  | Because I have heard of it but know nothing else   | I don't think I would want one.   |
| 15213      | 1    | I think of it more as a brand, I don't know the names of the companies.                                | No.   | I'm familiar with it.  | I don't know much about it. I don't have one.   | The one we got.   | It's adjustable and comfortable, any softness you want, is nice, nothing not to like.                 | Never heard of it.  | No.  | Never liked them, never owned one.   | They ran their course   |
| 15398      | 1    | I don't know any company who manufactures it.  | No.   | Because I don't know who makes Tempur-Pedic.   | No.   | Because I don't know the manufacturers.   | No.   | I really don't know anything about mattresses. I just want one that is comfortable.       | No.  | I don't know any water bed manufacturing companies   | Sometime they are fun to sleep on.  |
| 15443      | 1    | Because it is a brand of a mattress.   | No.   | Doesn't know whether it's a brand or a model.  | No.   | Doesn't know.   | The number depends on the firmness of the mattress.   | Doesn't know who makes them anymore.  | No.  | Doesn't know.  | They wobble.  |
| 15454      | 2    | We just look at the advertisements in the newspaper.   | Advertisement in the newspaper.   | I don't read that many advertisements about them   | I do not read that many ads and I do not know what it is about.   | I just don't know anything about them.  | I have know idea.   | I just don't know anything about them.  | I do not know anything about them.   | I wouldn't have a water bed.   | Know I just don't like them   |
| 15522      | 2    | I want a good mattress.  | No, not that much.  | I just needed a mattress and box spring.   | I see it on commercials   | I buy a mattress to fit me.   | No.   | I want a good mattress and I check them all out.  | No.  | I do not use water beds  | No.   |
| 15584      | 2    | Because it's 2 companies that I choose, and they're very comfortable.                                  | No.   | Because I don't know it  | No, I know they're very comfortable mattresses.   | Because I chose this company and always chose the mattresses there  | No.   | Because I choose the company that I always buy, I've gone there for 20 years              | No.  | Because I'm not interested in that.  | No.   |
| 15805      | 2    | Advertisement.   | No.   | Advertisement.   | My sister has one   | Select comfort advertisement .  | No.   | That's how mattresses were always made before.  | No.  | Lots of companies that make water beds.  | No.   |
| 15884      | 2    | That's what I bought, it's made by Simmons.  | Just that the previous mattress I had was 17 and needed to be replaced. | There is only on Tempur-Pedic brand.   | I tried it and decided not to buy it because I was interested in the same type of mattress I had.   | One person bought that type of mattress, only seen one add for that type of mattress.   | No, I would think it would be more practical for a mattress for the people not just one.              | Because mattresses have changed so much, everyone used to have an inner spring.           | They are bound, rapped coils.  | There could be more than one company that makes them.  | No.   |
| 15929      | 2    | Beauty rest is just Beauty Rest.   | No.   | Commercials they have on their and there American mattress.  | Real thick foam.  | Commercial on TV.   | That you can adjust it to your side and his side feels right to them.                                 | Commercials I see on TV.  | Better for you and more dependable mattress.   | I used to go to a water bed store and they had all water bed stores their I don't think they exist anymore                               | I like them I like that there probably heated.  |
| 16029      | 1    | I really don't know who makes it.  | No.   | I've heard of Tempur-Pedic   | Associate pressure points   | I just heard about it on a TV ad.   | No.   | A lot of companies have inner spring  | No.  | I had a couple water beds before.  | No.   |
| 16141      | 1    | Simmons. I had a buddy of mine that sold them. He worked at Mattress Giant. He works for Lazy Boy now. | No.   | It's a brand name if I'm not mistaken. It's a trademark and everybody now has a memory found mattress but there is only Tempur-Pedic | It was developed over 20 years ago by NASA. I have friends that work for NASA.  | From their commercials, the Sleep Number beds. I slept in one and I hate them. I'd rather sleep on the floor. The one I slept on was not comfortable. | No, that's it.  | Because everybody has an inner spring in the mattress                                     | No, that's about it.   | I haven't seen a water bed at least 15 years or more. I remember their commercials in Houston the company was called superior water bed. | They're heavy, they're cold, impossible to move and to drain the water. A pain in the **** to move. |
| 16163      | 1    | I think I've just heard of it before, I don't know.  | Uh, uh.   | I don't know.  | No.   | From the commercial that I've seen.   | Other than I own one  | Commercials.  | No.  | I don't even know that they make water beds anymore.   | No.   |
| 16704      | 2    | I heard them advertised on TV.   | No.   | Because Tempur-Pedic is a company of their own.  | It's the kind of bed I want, it forms to your body, it's highly rated for people with back injuries or legs, I just like it there, and I think it would be better for me. | Well, there's a sleep Number Bed, I don't know about any ones that's the only one I've heard of   | No.   | I don't know.   | I wouldn't buy a mattress that has inner springs in it, they don't last and very uncomfortable to sleep on | I'm not interested in a water bed.   | I know I don't like them  |
| 16785      | 2    | I don't know.  | No.   | I don't know if Tempur-Pedic is a brand.   | No.   | Sleep Number Bed is the only one with an air mattress that you can dial in a number for comfort, so I've heard.                                       | No.   | I don't know.   | The type of mattress, the design or coils of box spring. I don't know much about how mattresses are built  | Because I don't know who makes water beds.   | No.   |
| 17234      | 1    | History. I'm a history person  | No, not really.   | I haven't really had time to research new mattresses   | I just haven't researched it enough yet.  | You have one that adjust the firmness and one that does the width.  | Basically I can't really go into anything more than I've done.  | History of mattresses that I know of.   | They have a lot of pressure points.  | I know that there are several companies that make water beds.  | Very uncomfortable they are really bad for a person and they are a hazard.                          |
| 17415      | 2    | I don't know anything about it.  | No.   | Saw a commercial.  | I heard they were comfortable and expensive   | Saw commercial.   | No I don't know anything about it.  | I don't know I only buy a mattress once every ten years.                                  | No.  | I never seen anything about it.  | No.   |
| 17456      | 2    | Because I don't know   | No.   | Well I got to pick one that is comfortable.  | No, not really.   | I see the commercials on TV, I guess.   | Never tried one.  | Because I don't know.   | No.  | Don't know who will buy  | I don't want a water bed  |
| 17494      | 1    | Because I don't know. I would like to buy one but have no idea which one to buy.                       | No.   | Because I don't know.  | No.   | Because I don't know.   | No.   | Because you haven't heard of it.  | No.  | Because I don't know.  | No.   |
| 17844      | 1    | I've just heard of them.   | No.   | I'm just not interested  | No.   | Well I heard the advertisement.   | Not really.   | I just don't.   | No.  | Just not interested  | No.   |
| 18032      | 1    | I just heard them refer to Beauty Rest.  | Nothing.  | I only heard it referred to by one company.  | I don't know what it is   | Because I have a Number Bed.  | Not really.   | It has been so long since I bought a spring mattress. I'm not familiar with them anymore. | No.  | I'm not familiar with waterbed.  | I never had a chance to sleep on one.   |
| 18034      | 2    | I've heard the name, I'm hunting for a handsome rest   | No.   | I've heard it but I don't know who makes them.   | No.   | But I do know of them.  | It's supposed to be adjustable so you can each set your side of your bed can be set the way you want. | No comment.   | I do not know anything about it.   | I do know of them, I had one.  | The one I had was nice  |

| Respondent | Q100 | Q1A   | Q1B  | Q2A  | Q2B   | Q3A   | Q3B   | Q4A   | Q4B   | Q5A   | Q5B   |
|------------|------|---|--|--|---|---|---|---|---|---|---|
| 18195      | 1    | If you are going to Beauty, regardless.   | That's it.   | Don't know.  | I just know that they're some comfortable mattress.                                       | Mattress and the whole set at one place.  | No.   | Don't Know.   | Inside the mattress box spring.   | I am not interested in water mattress.  | That's it.  |
| 18196      | 2    | I didn't know if they're associated with Beauty Rest.   | Their good beds, they last long enough.  | I see them but I don't know who their associated with or what not.   | No.   | Because I'm not sure what they are.   | No.   | I really don't know   | No.   | We are getting to old to mess with water beds.                                  | No.   |
| 18250      | 2    | I heard of them all, have I slept on all of them? no I've slept on the Serta.                             | No I've heard of it but I've never had one under my back.  | I just seen them sold everywhere.  | Pricing, it's a bit hi  | The commercials a lot of commercials.   | No, never even tried to sample one.   | A lot of mattresses have springs.   | They were the top of the line.  | It's too much weight and slow motion. A pain in the butt.                       | None.   |
| 18356      | 1    | Just through advertising  | No.  | Because it's a brand name  | No.   | Just from advertising   | No.   | Because Inner Spring mattresses are offered by different companies.                                       | No.   | I don't see anyone with water beds these days                                   | I don't have a favorable of having a water bed.                                   |
| 18369      | 2    | Because I don't.  | No, I think I have slept on a quite a few of those because I travel alot but not sure, when am at the hotel I don't look at the tag. | Because I don't.   | Not a thing.  | I just don't know, have no answer.  | Well I know they have been advertising a lot lately. Want to give rush lam bock a plug took a lot about it..  | At 80 years I have had much experience with mattresses so have a lot of them over the years.              | Most all of them give a pain in the fanny.  | If you happen to like them good for you but I'm not remotely in trusted in them | No, I tried several different ones got see sick.                                  |
| 18389      | 1    | It's a brand.   | No.  | Because I've shopped different foam mattress.  | No.   | Commercials.  | No.   | Where they all started at   | No.   | Don't know.   | Don't like them.  |
| 18395      | 1    | I have heard the name before but don't know who the manufacturer is                                       | No.  | I have heard the name before but I don't know what the manufacturer is   | No.   | Because I am not sure that Sleep Number is a manufacturer or a mattress.                                  | People I know who have tried them have like them because you can make one side firmer or softer so you can get a good night sleep   | Just because there is some many kinds and I don't know what have springs and what does not have springs   | The only thing that is concerning, after a while, the springs go bad in the mattress.   | I didn't know people were still using them                                      | They can leak. They remind me of the 80's and they are non-durable.               |
| 18429      | 2    | I believe Beauty Rest is just one company.  | No but I just bought one   | Tempur-Pedic is made by Tempur-Pedic.  | My daughter loves Tempur-Pedic.   | I just believe it is one company.   | The folks that we've spoken about them swore about them that they provide comfort all over every other mattress and they can have different numbers of comfort for each side and change it for each person. | Many of the other mattresses are made with inner spring   | All the other ones are made with inner spring and they have added additional things and we got one 6 months ago and we know a lot about them. | There is nobody selling water beds as far as I'm concerned.                     | No.   |
| 18453      | 2    | Because I seen one that's called Beauty Rest.   | No.  | Because when I looked at mattresses they had that stuff on quite a few mattresses. They are hot                        | They are warm to sleep on but very warm.  | Because my parents have one.  | My parents had one and they loved it, I wasn't worried because it was expensive.  | When I looked at mattresses there was more than one with inner springs                                    | No.   | I owned a water bed.  | It was too heavy for my floor and I had to get rid of it but I loved it.          |
| 18460      | 1    | I'm not sure if I've ever heard of Beauty Rest.   | No.  | I've seen Tempur-Pedic a lot but I don't know if they make sell their own mattresses or license it to another company. | I bought Tempur-Pedic pillows and I really like them                                      | It just seems like a product that I never heard by multiple companies                                     | I've never got the chance to sleep on one.  | I know at least 3 or 4 or 5, I know at least 5 companies that use inner springs as their primary mattress | An inner spring mattress is the kind I just bought  | I don't know anything about water beds.   | They seem to be more popular about 15 years ago than they are today               |
| 18494      | 1    | I have just seen it, recall it and I believe it's a brand   | No.  | Fairly sure I have seen it. I think I recall it as a brand. It's somebody's type of mattress.                          | It seems that I remember it, is one of those foamy mattresses.                            | I shopped it.   | It was pricey.  | They all have coils of one nature or another. I don't know if there is one specific company.              | No.   | It's not a brand it's a noun  | No.   |
| 18527      | 1    | Saw it advertised.  | Nothing.   | Does not recognize.  | Does not recognize.   | Does not recognize.   | No.   | Does not recognize.   | Does not recognize.   | Does not recognize.   | No.   |
| 18552      | 2    | Advertisement.  | No.  | I think there is another company that carries that kind.   | No.   | Advertisements.   | No.   | Having done some research and recently purchasing a mattress.   | No.   | Because we had water bed and we just replaced it with a mattress.               | 25 years. Two waterbeds.  |
| 18628      | 1    | Because I don't know  | No, I know nothing about it  | Because I have seen the advertising for more than one company for having that technology.                              | I understand that you are plenty warm when you are laying on it, like uncomfortable warm. | Because that's the only thing you ever hear about, is a number bed they have a Number Bed store in Fargo  | Nothing yet I haven't checked them out.   | It has been around for many years.  | When the beds get old the springs hit you in the butt   | Because when water beds in the fad a lot of people made water beds.             | I won't buy one   |
| 18652      | 1    | I thought that was the type of cell I thought it was just a brand name, those are good mattresses as well | No, just that I know they are a good quality mattress  | Because that's what the ads are for on TV.   | I think they're the ones that change position. They're automatic sit up and incline       | Well I just thought that it was just one company that made them and you can adjust them to fit you right. | No not really.  | Because I've had different kind through the years and I think that Sealy is good                          | I like the pillow top   | I just never really thought about it too much.                                  | I don't want one, I already had one, they're just too much problems to mess with. |
| 18890      | 1    | I've heard it on a commercial.  | No.  | I have purchased a Tempur-Pedic.   | No.   | Number? I don't know what you mean.   | No.   | I don't know the company that makes inner spring  | No.   | I don't know what company makes water bed.                                      | No.   |
| 18909      | 2    | That's usually where I hear the commercials for.  | No.  | Because they advertise them on TV.   | They are supposed to be a good mattress.  | The commercials on TV, and I have talked to them. Their mattresses are very nice but they are expensive   | No.   | I know most of the mattresses have the inner springs.   | They are not comfortable and they do not last long  | I haven't even looked for a water bed since I had mine                          | They are hard to get out of   |
| 19006      | 2    | I see it on the commercial  | No.  | Because that's what I know   | I know they feel good.  | Because that's what I remember.   | That everyone has to try it out.  | Because he has been looking, I didn't know they made inner springs  | I don't know.   | I used to get dizzy on them so I don't use them                                 | No.   |
| 19215      | 2    | It makes me think it is a brand all of its own  | It's probably made with inner springs and not memory foam.   | I think it's on the commercials.   | No.   | It's just from the in my mind cause the commercials on TV.  | Ummm no just I really don't know anything kept what I see on the commercials  | Inner spring, I haven't thought of that word in I don't know when.  | I don't know anything about inner springs   | It's waters beds maybe back in the 70s or 80s, they are not popular right now   | No nothing.   |
| 19376      | 2    | It's not a generic name, I believe it is one company  | No.  | I assume.  | I think there adjustable for softness, expensive  | Vaguely recognize the name.   | No.   | I believe it is a type of mattress.   | They have springs inside  | Water bed is a generic term not a brand name.                                   | Wouldn't have one, serious trouble if they break, disliked sleeping on one        |

| Respondent | Q100 | Q1A   | Q1B  | Q2A  | Q2B  | Q3A   | Q3B  | Q4A   | Q4B   | Q5A  | Q5B  |
|------------|------|---|--|--|--|---|--|---|---|--|--|
| 19385      | 1    | I've never had any dealings with Beauty Rest.   | No.  | Because I don't know anything about it   | No.  | I've never had it   | No, I don't know anything about them.  | I don't know.   | No, nothing.  | Because I've never had one or slept on one.  | I don't know anything about them.            |
| 19445      | 2    | Serta, just rings a bell.   | No.  | Sealy.   | No.  | I don't know.   | No.  | I don't know.   | No.   | I never had a water bed.   | I would probably never get a water bed.      |
| 19567      | 2    | I've heard of the product but don't know anything about the product.  | No.  | I think I've seen it at two different stores.  | No.  | Haven't heard of the product.   | No.  | I have heard of it in more than one store.  | No.   | It doesn't sound like a brand name.  | No.  |
| 19789      | 2    | Probably the same commercials I don't know seem slice there all doing it I have heard of it but I can't associate it to a manufacturer. | I need some.   | I don't know just different advertisements I seen on TV.   | Not really.  | Same thing advertise I don't know if it's the same company or not.  | No.  | I've seen different companies advertise inner spring.   | No.   | I really don't know anything about water bed I didn't know anyone had them anymore.  | No.  |
| 19853      | 2    | I have heard of it but I can't associate it to a manufacturer.  | No.  | Their advertising  | I know their memory foam.  | TV commercials.   | I know them as sleep Number Bed.   | I know multiple manufacturers use their springs in the mattresses   | No.   | I'm sure there is multiple manufacturers.  | I know what they are                         |
| 19888      | 1    | Because currently that's what I'm sleeping on and they are very comfortable   | It's very comfortable. I've bought them in the king and queen size and so long you get the plush where they are built on top.  | Again, it's the construction. It's the type of mattress. The foam, mattresses and I would never buy one  | No.  | I've slept on one of them and they're very comfortable.   | Too expensive for my budget.   | Because again it's just the construction of the mattresses. It refers of the types of mattresses.                             | No.   | Water bed just means again, it refers about the construction of the mattresses.  | I would not own one                          |
| 19924      | 2    | The name of the company.  | It's suppose to be the best  | Sell Tempur-Pedic.   | No.  | I've only heard of one company select comfort.  | You vary the furnace of the bed by the number of the bed.  | We had one in our couch at one point.   | It's a springs inside a mattresses.   | I don't know who makes water bed.  | No, I just use water for furnace.            |
| 20051      | 1    | I don't know.   | No.  | They're too expensive, wouldn't even consider buying one.  | No.  | Because I don't know.   | No.  | I don't really compare them   | No.   | I've never heard of the brand Water Bed.   | They would make me sick.                     |
| 20066      | 2    | I only know of Beauty Rest company as one inner spring mattresses company   | No.  | I don't know what that is  | No.  | I don't know that makes a Number Bed.   | No.  | Because I'm familiar with inner spring mattresses for more than one company.  | No.   | It is a slick by Number  | It's not a water bed.                        |
| 20070      | 1    | I have seen it on TV  | No.  | I assume more then one company would have it   | Not a whole lot other than it's supposed to be good for you.             | I don't know.   | No.  | I think they all have them  | No.   | No idea about them.  | No.  |
| 20100      | 2    | I just thought that that was the brand name. I guess I could go to more than one company but I just never thought about it              | No I just hear that it is advertised and it is a very good mattress  | Because I don't know.  | No.  | That I don't know what company? Because I don't know what company I will go to.   | No not really I just want something comfortable.   | Because I think more than one company makes inner spring mattresses   | No.   | Well I am just not interested I am old fashioned I like the old mattresses.  | No.  |
| 20113      | 1    | I'm familiar with the name, there's about 2 or 3 names that's out front. You know I don't even know the manufacturer that makes them.   | No, I don't know. I've never had one of those, I have had a Sealy Tempur-Pedic, that's the end of that mattresses you know, they make a difference in how you feel when you get up. As a consumer, where is my head, my head is thinking I want to get the best buy for my money and the best buy for my money is for the cost of it and the time of it. After time the aches and pains come on a mattress, especially when you're older in years, will determine largely how you physically feel when you get up. When they wear out and those springs are no longer in place and when you got holes in the bed, after a while it's like "hey, I can't handle it anymore" and that's the bigger motivation in buying than any particular name, once that's finished you go and you see what the | It's presented in such a way that it presents some standard of quality, you got to compete with the grocery store, gas pumps or the tuition. You lose sleep over **** like that too. | No.  | I don't know what it is   | I don't know what the definition of that is, when someone says the Number Bed. I understand a twin, king, queen. I understand that, I have no comprehension in relation to the bed. I mean the number bed? I mean we got 2 beds in one room and a number of beds in the house, what is their numbers of how firm the bed is. | Inner spring box spring, next   | I know what a box spring is. know that mattresses have spring in them and I know that you know if over a period of time they shift or move it's time to get a new mattress. | I associate water bed with water pipes, cookies and the 70's you know. They were fun, they could be, they're for young folks. I couldn't see myself owning a water bed now. I imagine the pain in the morning must be terrific, they were great until they leaked. | Next question                                |
| 20134      | 2    | I've just seen the brand offered in different retailers   | I just had a beauty rest mattress. I had one in the past and it was great.   | Same reason, I've heard it associated with an advertisement for sale   | No.  | I've just seen the advertisements for Sleep Number Bed.   | No.  | I know I've heard of it describing it, but I don't know if it's for a particular mattress or like if it's for all mattresses. | No.   | Because it's a brand name  | No.  |
| 20170      | 1    | I've heard of it but I don't know.  | No.  | Don't know.  | No.  | I have not got into investigating what I'm going to buy next.   | No.  | Don't know.   | It has a cushion top but is hard as a rock and is sagging in the middle   | Never had a water bed.   | Never had desire to have one.                |
| 20195      | 1    | It's a brand name.  | They made the feather pillow that my future daughter-in-law gave me for Christmas and it's very comfortable  | It's a brand name.   | If I could afford one, I think they are the best mattress on the market. | Well, because when you say Number Bed it reminds me of the TV commercial of the Sleep Number beds and it reminds me of one entity | I'd really like to have one if it's about the Sleep Number Beds on TV.   | I heard them advertised for a lot of different companies, it seems to be a standard industry term.                            | It certainly sounds more comfortable than an outer spring though I don't believe there is such a thing  | I've previously owned more than 2 water beds and they were by 2 different manufacturers.   | Free flow is not as comfortable as it sounds |

| Respondent | Q100 | Q1A   | Q1B   | Q2A  | Q2B   | Q3A   | Q3B   | Q4A  | Q4B   | Q5A  | Q5B   |
|------------|------|---|---|--|---|---|---|--|---|--|---|
| 20227      | 2    | Because I don't know  | I see it on TV every now and then.                        | Heard it on TV, head it a lot  | No.   | A mattress is a mattress.   | No.   | I've seen them in different places.  | No.   | They seem to be around   | No.   |
| 20280      | 1    | Because I don't know  | No.   | It's usually Tempur-Pedic  | No.   | Because I don't know.   | No.   | I don't know.  | No.   | Because I don't know.  | No.   |
| 20319      | 2    | That's all I know   | No.   | I know it's a mattress.  | Expensive.  | Commercials.  | No.   | None preparatory.  | No.   | I don't know.  | No.   |
| 20365      | 1    | Because I will be looking for something that's restful, something that I know will be comfortable.      | Just comfort.   | Because I never expected any interest in the Tempur-Pedic.                                   | They are supposed to be a comfortable bed.                                  | Because I am not interested in buying a Number Bed or mattress.   | No.   | Because I don't know.  | No.   | Because I don't have a water bed.  | I know there is a Water Bed, but I have a use for them  |
| 20384      | 1    | Advertisement.  | In my mind it turns out as average middle ground quality. | I don't know.  | Individual coils. Had one once, comfortable and wasn't very durable, Sealy  | Advertising.  | I've slept on one in hotels and I don't like them, have a lot of friends that have them and a lot of them like them, some do. | Because I think it's a generic term.   | I think that they are probably the standard bed as opposed to foam ones and air ones and I think they are still good. | Because I think a lot of people used to make them.   | I don't think they make them anymore, they will probably come back.   |
| 20387      | 1    | I just don't know.  | I don't know anything about them.                         | Just in the commercials  | No.   | I don't know the bed.   | No.   | I see so many commercials on TV about them.  | No.   | I used to have one and I can't find them anymore.  | I like the old ones. I don't like the tube ones because they took away the motion.  |
| 20433      | 2    | Because I don't know Beauty Rest makes more.  | No.   | Because I haven't looked around.   | No.   | I've not looked at them   | No.   | Because I don't.   | No.   | I don't want a water bed.  | No.   |
| 20501      | 1    | I only know a few brands  | None.   | He has seen commercials, also the company has sent him flyers and advertisements in the mail | None.   | He seen it on a commercial  | You can select the firmness or softness of the mattress   | Doesn't sound like a brand but more like a standard                                      | None.   | Has never heard of only one company that makes water beds and he thinks that the water bed could be made by more than one manufacture because it's a standard bed like for example a double bed. | No.   |
| 20716      | 2    | Different manufacturers claim Beauty Rest.  | Not something I would buy, I have tried them.             | They are their own entity  | I own 2 of them. I wouldn't own anything else                               | I think there are two but I'm not sure.   | Confusing, my son has and doesn't like it.  | Most, other than Tempur-Pedic, have inner springs  | Eventually the springs pop and they hurt  | There are more than one  | They leak.  |
| 21186      | 2    | The advertisements  | No.   | Because they are simple pedic and that's all of them   | No.   | Because I see them on TV talking about their mattresses and how you can order them and when they are on sale, and the One number thing is I believe a franchise or whatever it is, but it is a one company thing. | No.   | Because I'm sleeping on one of these beds.   | No.   | Because water beds they are not for the future.  | No.   |
| 22645      | 2    | I think it's a type of mattress that is made by more than one company.                                  | No.   | Because I have a Serta which is a type of Tempur-Pedic.                                      | Tempur-Pedic is really good for your spine.                                 | I just never did the research on it.  | No.   | Because they're the classic mattresses, everybody makes those.                           | No.   | Because different companies make water beds.   | They're really uncomfortable.   |
| 22709      | 1    | Because I'm sure they all have good mattresses. It's just the matter of going and finding the right one | No.   | I'm not really sure what I'm looking for.  | I know that it's supposed to be comfortable.                                | Not sure.   | No.   | I never thought about it   | No not really.  | I'm not interested in water bed.   | No, not interested.   |
| 23172      | 2    | I've never heard that   | No.   | I have one.  | No.   | I know there's a Sleep Number and I figured there was more but I lost it  | No.   | There are a lot of inner spring companies out there. There's more than a dozen I'm sure. | No.   | I haven't seen a water bed in a long time, since mine exploded.  | I haven't seen one, I wouldn't know where to buy one.   |
| 23233      | 1    | Not sure.   | Comfortable.  | Advertisement.   | No.   | Advertisement.  | No.   | Not sure.  | Support her back good.  | Not sure.  | No.   |
| 23398      | 1    | Seen them on the label when I go to buy mattress  | No.   | Really not sure  | Heard of them, seen adds on TV.   | Heard of them before Sleep Number.  | No.   | Don't know about inner springs.  | No, I really can't.   | Mattress and water bed, two things.  | Used to own one, would not buy another.   |
| 23560      | 1    | Commercials.  | No.   | Commercials.   | No.   | Commercials.  | No.   | No commercials.  | No.   | I don't care about a water bed.  | Owened one wont ever again  |
| 23671      | 1    | We had gone to a store and firm mattress and they carried that.   | Good, I think one of mine is that.                        | Advertising a lot, firm mattress mention they had it.  | One of my friend's kid have it and it's comfortable and had a back problem. | Seen it advertised on commercial.   | My mother is 75 and getting out of bed, it's comfortable.   | They have them on display Just the products I read about.                                | More stitching  | One company they have it, had one when I was younger.  | Really popular in the 70's and I liked them. They laid flat on the floor but now they have good foams for them, have improved them. |
| 24293      | 1    | Advertisement.  | No.   | I don't know.  | No.   | Advertisement.  | No.   | No.  | No.   | I don't know.  | No.   |
| 24438      | 1    | No family, no friends, I live alone.  | If you sleep more that 8 hours your skin turns yellow     | I think I remember I can't afford cable, where the had a Tempur-Pedic bed.                   | I thought it was a body conforming mattresses for support.                  | Never heard of it.  | No.   | Because physics dictate  | They could be cotton around metal and compress over time reinforced springs   | Water beds are 20 years ago.   | Don't go to sleep with sharp objects in your pockets  |
| 24593      | 1    | I don't know.   | No.   | I don't know.  | No, their expensive   | The commercials.  | No.   | I don't know, because I had one.   | No. They break.   | I don't know.  | No, I don't know who makes them.  |
| 24972      | 2    | Because I really don't know   | No.   | Because Tempur-Pedic is a name of a company.   | I heard there very soft and comfortable, no.                                | I'm not sure.   | No.   | Because the inner spring is something found inside of the mattress.                      | No.   | Because a water bed comes from many different brands.  | No.   |
| 25682      | 1    | I've not checked out many mattresses.   | No.   | Watching commercials.  | No.   | Watched on TV.  | Name plate number.  | Never thought about it   | No.   | Never have been interested in a water beds.  | No.   |



| Respondent | Q100 | Q1A  | Q1B                | Q2A   | Q2B  | Q3A   | Q3B  | Q4A  | Q4B   | Q5A   | Q5B   |
|------------|------|--|--------------------|---|--|---|--|--|---|---|---|
| 25898      | 2    | Not really into mattresses   | No.                | It a process it's a kind of foam.   | It gives you really good rest been on that kind of mattresses for the last ten years, don't know the name of the mattress. | I don't listen to things about mattresses.  | Don't know anything about a Number Bed.                                      | I don't know anything about inner, I never think about mattress, who does?                                       | Don't know anything about it.   | I don't like water bed.   | Don't know anything about them.   |
| 26051      | 2    | I have seen the commercial   | None.              | Knows there good.   | No.  | Seen the commercial.  | No.  | Not sure.  | No.   | Not sure.   | Stopped making them, not sure who sells them                                      |
| 26417      | 2    | Don't know.  | Very comfortable.  | Because my son picks it up, I just gave the money   | Very comfortable.  | Because I bought my bed from somewhere else   | Don't know.  | Don't Know.  | Don't Know.   | Water bed mattress is thicker.  | Extremely comfortable except when you get hole in it.                             |
| 26997      | 1    | Just pick them out.  | No.                | Son had one, did not care for it.   | That's it.   | Instinct, if I see a mattress I like or bed I go with that                                      | No.  | Only go by instinct  | No.   | Thermostat go on the water beds and I got sick  | Hard for disabled people.   |
| 27048      | 2    | No   | No.                | No.   | No.  | No.   | No.  | Not sure.  | No.   | No.   | No.   |
| 27275      | 1    | Because I know there is a brand that makes Beauty Rest.  | No.                | Because it's the name of the company.   | They're comfortable and also very expensive  | Because there is one brand with Sleep Number. I've seen the beds.                               | I personally think they're very uncomfortable.                               | Because my understanding is most mattresses have inner springs   | No.   | I had a friends in the 80's who had one and I've never known anyone since                                   | If they leak they create a big mess.  |
| 27339      | 2    | Only heard about it from 1 company.  | No.                | Heard about it, assume it's a company.  | No.  | Commercial.   | No.  | It's a generic type.   | No.   | I've seen multiple companies.   | No.   |
| 27680      | 1    | Because I think that it's a Serta.   | Not really.        | What you see in commercials and magazines.  | No.  | Sleep Number bed. You hear it on the radio or TV  | No.  | Most of them have it. It's just what you hear and what you see on TV and stuff.                                  | No.   | I don't know.   | It's wavy, it's heated, we had one a long time ago.                               |
| 28176      | 1    | Because I believe it's in all the Serta commercials.   | No.                | I thought it was its own company.   | No.  | Because of the commercials.   | No.  | Because a lot of companies use that phrase and I fast forward through most commercials.                          | No.   | Because I didn't think they're still around   | No.   |
| 29041      | 1    | Really haven't looked into their brand.  | No.                | Because I've done a lot of research.  | I don't care for it.   | Different companies use different styles of that.   | I loved it, I had it   | Inner spring mattresses aren't that common anymore.  | No.   | Last water bed I was on was 20 years ago.   | No.   |
| 29251      | 1    | Heard advertising, not sure the company itself.  | No.                | Have had pretty good experience with them in the past, know a few companies from experience.                            | Don't know a lot but she was back issues, the Tempur-Pedic beds tend to help her more.                                     | Heard promotions on television.   | No.  | Just not sure enough about them.   | No.   | Trying to find the best option.   | She has had a few before and she doesn't know if she would make the choice again. |
| 29297      | 1    | Just don't know.   | Just happy with it | Don't care.   | No.  | Don't care.   | No.  | Don't care.  | No, have springs in mattress.   | Don't know.   | Have water in them.   |
| 29714      | 2    | Because I can.   | No.                | No idea.  | No.  | Most people have foam mattresses.   | No.  | Research.  | No.   | There nothing but issues  | No.   |
| 30334      | 1    | I believe that there is one company that calls their line Beauty Rest.   | Good mattress.     | That is the only one that I'm aware of.   | They are very heavy  | That is the kind of mattress I am purchasing.   | They are about the same price as normal mattress and last twice as long      | There is several different companies that build an inner spring mattress   | If you probably get a more expensive one it will be more comfortable. | They are several different manufacturers.   | There is a wide verity of water beds.   |
| 30351      | 2    | I just saw it advertised I guess.  | No.                | Because I'm older, set in my ways. I don't really know, till I go out and try them                                      | No, I've seen them advertised.   | I don't know if there's more than one company or not  | Only what I saw advertised on the television                                 | I just haven't invested in it enough to know about that kind of thing. I prefer the mattresses they use to make. | No.   | I never thought I'd be interested in a water bed. They have different kinds I know that. My friend has one. | None.   |
| 30497      | 2    | Because when you say that, the word Sealy popped into my head is what I associate. "Hey that's the company that sells Beauty Rest" | No.                | Well because anything that's memory foam is referred to as Tempur-Pedic.  | There's specific mattress brand, I know that everything that's not made of Tempur-Pedic, like man made.                    | No particular company is associated with Number Bed in my head.                                 | Presumably the numbers can be changed to change the firmness of the mattress | Because it sounds like a general type of mattress that refers to structure and not brand.                        | No.   | Don't know any company that's not water bed.  | They're pretty fun.   |
| 30758      | 2    | Because I have heard the words a lot.  | No.                | Because of the infomercials I have seen.  | No.  | Because of the infomercials I recall the name from of the company that I bought my mattress at. | No.  | I just don't know.   | I just for prices.  | Because it makes me think in general.   | No.   |
| 30835      | 2    | Do not know the name of the company.   | No.                | I believe that Serta makes it   | No.  | No.   | No.  | Not familiar.  | No.   | Not familiar.   | No.   |
| 30914      | 2    | I just don't know.   | No, I can't.       | Well I'm just not educated enough on it and I see advertisements on the TV and stuff like that. I'm just going on that. | I would love to have one   | Because I really haven't started shopping yet   | I saw them advertised on TV.   | Just different name brands   | No.   | My daughter had one years ago and we weren't happy with it.   | No.   |
| 30932      | 1    | Commercials.   | No.                | Only memory foam there is and the most advertised   | I heard they get really hot  | Always see that commercial  | Sleep number, something  | Most mattresses are inner spring I assume  | No.   | No one has water beds anymore.  | No.   |
| 30960      | 1    | No.  | No.                | I've heard the term before but I don't know if it's a brand or just one company   | No.  | I've heard about the Sleep Number bed before.   | No.  | No comment.  | No comment.   | They're really popular  | No.   |
| 31378      | 1    | No, I just think brand new brand mattress sleep better   | No.                | Considering new mattress  | I don't know basically anything about a Tempur-Pedic.  | Were not familiar with.   | Don't know.  | Don't know.  | No.   | Not familiar with.  | No.   |

| Respondent | Q100 | Q1A  | Q1B  | Q2A  | Q2B   | Q3A   | Q3B  | Q4A   | Q4B   | Q5A   | Q5B  |
|------------|------|--|--|--|---|---|--|---|---|---|--|
| 31538      | 1    | Because I've seen them advertising, at Sleepy's, Macy's, all the retail stores   | No, I wish I had money to spend on it.   | I know they started out as an exclusive type of mattress but I think everyone has it available now.  | Just that I've felt one of their pillows and it was the most comfortable and nice pillow I've ever felt, I wish I had the opportunity to get one  | I seen commercials for the Bumper Bed. I'm trying to remember if it was one commercial specific or if it was more than one company.                               | I know that they have settings on how firm you want the mattress and how you want the bed, also two separate control options, I'm not sure if they have different options, heat is concerned. They are like hospital beds. | Because I know that all the companies before all the other things came out was inner spring, it was a staple before the others. | No, it depends on the quality of the price, lack of a better term, it's cheaper and the quality is worse  | It's just not something I would make a choice, I would associate it with different companies.   | No, I wouldn't want it for myself, it's just a feeling   |
| 31686      | 1    | Don't know them well.  | No.  | I've seen advertisement  | No.   | Never heard of it.  | No.  | Never heard of them.  | No.   | Don't know if it is a company.  | No.  |
| 33768      | 2    | Not familiar.  | Sounds like a nice mattress, get rejuvenated.  | Have no opinion  | Seen them on TV.  | Don't know.   | No.  | Not sure.   | Have to comfortable, and firm.  | Don't like them.  | No, been in one but don't care for them.   |
| 34014      | 1    | Had a pillow top and other mattress.   | No, pregnant right now   | Haven't looked into it yet   | No.   | Doesn't know.   | Don't know.  | Don't know.   | Don't know.   | Has 2 water beds, 2 pillow tops and 4 regular   | Very comfortable.  |
| 34522      | 1    | Whenever we get a mattress we go with a different company.   | No.  | Did not take the time to do my research.   | No.   | Never heard of it. Never tried one.   | No.  | Whatever feels right we get   | Not really.   | Don't know.   | Not really.  |
| 35732      | 2    | Simmons.   | Several size styles  | Simmons.   | Just interest in Simmons or Tempur-Pedic.   | Several companies that use it.  | Different number.  | Some mattresses have type of springs many differently   | Not really.   | Would not use one.  | Not healthy.   |
| 36040      | 2    | I don't remember brand names that well because I'm not looking to spend money on it, when you're having car troubles all the time you don't think about spending money on mattresses | No.  | I just don't know, I don't pay attention to it until my wife says I should                           | No.   | I don't remember, I hear the advertisements but I don't remember the name of the company unless I'm in the market or hot in the market, I'm a saver not a spender | No.  | I thought all mattresses other than water beds had springs.   | No, I basically have a kinder gardener education when it comes to mattresses.   | To be honest the stuff I heard about water beds lately is no one makes them anymore, they're like the 1970's, they're gone, I know I won't be getting one   | No.  |
| 36073      | 2    | Beauty Rest is own entity  | Reputable, good quality mattress, good warranty.   | I visited stores, different store that sold Tempur-Pedic.  | People say they're hot and don't want to buy them, they're expensive  | Never heard of them.  | Commercials on T.V.  | Shopping, visiting different stores.  | Different coil systems, some are single coils, some have a different number of coils.   | It's been a long time since I seen a water bed, since in the 80's.  | They're good for arthritis because it can change the temperature of the water. Some are motionless.  |
| 36160      | 1    | Because major department stores carry Beauty Rest  | I've had one and no, not particularly.   | From the advertising. I don't know the companies or just a standard loan brand company like Simmons. | No.   | Because of the advertising  | My daughter has one  | Inner springs were here before anything else came along.  | Well it depends, how many coils over the surface interior. How they're tied or connected.   | Because we've never had a water bed.  | No.  |
| 36356      | 1    | Because I just feel like it's just a unique mattress and not all the companies carry them or make them.  | I just hear you can get a good night rest from what I've been told.  | I don't think all the other companies are equipped to make those mattresses.                         | No.   | I wasn't looking into Number Beds. I was just looking for one for my son.   | No, I just saw the commercials.  | I believe that's more than one company would make that mattress with inner springs.   | I've heard they're very comfortable to sleep on.  | I didn't think people slept on water beds anymore.  | When I did have one back in the 90's it was very comfortable.  |
| 36668      | 1    | Simmons, Beauty Rest.  | They seem to be very comfortable what Simmons makes. When I was shopping for the last mattress, I went to a mattress dealer that Simmons had, I almost bought a Simmons mattress, they were really good. | Because they're the first ones to come out with memory foam mattresses.                              | No, they're pretty expensive. I bought a memory foam mattress but it was an old brand mattress, about four years ago, liked it pretty well, it was pretty firm. Thinking about getting a new mattress that's called optical breeze memory foam is hard to sleep on. | Because it's the only company I've seen that has that type of mattress.   | It's an air mattress that has controls, the side of the bed that allows one person adjust their comfort level  | Because lot of company mattress manufacturers have springs inside of them   | I would not ever buy a mattress with metal springs in it ever again, old technology and now that were in the 21st century I'm not going to be buying mattresses, that's from the early 20th century | Well I don't know if any one company that manufactures water bed a lot of companies manufacture them. I don't know how many water beds are sold now days. I think water beds are not a very popular mattress anymore. | I would advise any one against laying on one if they have a screw driver in there back pocket.   |
| 36705      | 2    | We have one and we got it from a certain place.  | No.  | Because that's not what I want.  | No.   | I don't know I just don't know.   | No.  | I don't know.   | No.   | I just don't want a waterbed  | No.  |
| 36798      | 1    | Not sure, I have heard the term.   | Not really.  | Just because we have seen it in the media quite a bit and I think of higher quality mattresses.      | Just it is probably the more it is probably one of the mattresses I would look at   | It reminds me of those beds that you can adjust the number of the mattress of sleep comfort level.  | Not at this moment.  | Just because it seems by their nature of being associated with more than one company.   | I don't regard it as important. I don't understand it. More investigation is needed   | I used to have one a long time ago, I think of a water bed being a very good bed  | I know some of them have some internal mechanism (inner spring/water bed) now they seem to be a little more firmer than they used to be I hate to be around if it leaks. |
| 36866      | 1    | Advertising, Simmons   | No.  | Because of the advertising   | Goes up and down.   | Because I don't know.   | No.  | Long time now.  | I think we've had them  | Because I don't know.   | They're comfortable, good for your body.   |
| 36917      | 2    | Advertisement.   | Just the comfort to your body.   | Advertisements.  | Excellent for sleeping on   | Girl friend that has one  | Excellent for sleeping   | Only kind of mattress they make. It's what everyone uses.   | No.   | Because I didn't know they still make them.   |  |
| 37060      | 1    | I'm not really that sure   | No.  | Just I don't know, just research and advertisements that I've seen.                                  | Not really.   | Just because of the ads I've seen on TV.  | I just know that they are a little on the expensive side   | Just because most mattresses have inner springs.  | No.   | Well I used to own one years ago so I do have some knowledge on them.   | No.  |
| 37665      | 1    | Whenever I go shopping, it might be anybody I just don't know.   | No.  | Because I might just decide to go to a store and look around and make my decision then               | No.   | Saw the commercials. I hadn't really thought about it   | No.  | I just don't know or don't do a lot of thinking about that  | No.   | Because I'm not interested in weather beds, never thought about it  | I don't like them.   |

| Respondent | Q100 | Q1A   | Q1B                             | Q2A  | Q2B   | Q3A   | Q3B   | Q4A   | Q4B   | Q5A   | Q5B  |
|------------|------|---|---------------------------------|--|---|---|---|---|---|---|--|
| 37807      | 1    | It's a name.  | Been in business a long time.   | Tempur-Pedic is a particular mattress.                                       | They advertise a lot                        | Because I've only seen one manufacturer that does that                                    | Usually it's for two people   | A lot of companies advertise inner spring mattresses and it's not unique  | It has springs  | Various manufactures produce water beds.  | They're messy and heavy  |
| 38085      | 2    | I know that there is one company that's Beauty Rest but I don't know if it applies to more than one company           | No.                             | Because I'm not sure   | Yeah it's memory foam.                      | Because I've heard advertisements for the number type bed.                                | No.   | Inner spring is in many mattresses for many companies.  | No.   | Because I know that more than one company has water beds.   | No.  |
| 38171      | 2    | No.   | No.                             | No.  | No.   | No.   | No.   | I purchase one mattress by spring air.  | Another one was Simmons                                     | No.   | No.  |
| 38206      | 1    | I thought Beauty Rest was a brand name.   | No.                             | It doesn't connect me with any brand.  | No.   | Ads on TV but I didn't pay attention to the company                                       | No.   | Most companies have inner springs mattresses I assume.  | No.   | I pay no attention  | No.  |
| 38235      | 1    | I just don't know.  | No.                             | I don't care.  | No.   | I don't know.   | No.   | I don't know.   | No.   | I don't know, I don't care  | No.  |
| 38391      | 1    | Simmons, Beauty Rest commercials.   | Pillow top.                     | Just hearing it  | I think about Sealy posturepedic.           | Because I slept on one at Ronald McDonald house   | They adjust to your size weight and comfort.  | Simmons Beauty Rest inner spring mattress.  | That's it.  | They went out in the 70's   | No, I didn't like them.  |
| 38418      | 2    | Before I got the set I have I was looking at Beauty Rest  | No.                             | The mattresses set that I purchased at Macy's was the right price.           | No.   | Commercial I seen for it you adjust the numbers for the size of the bed for comfort.      | No.   | Almost all the mattresses sets have the box spring unless it has memories foam, some of them have both.   | No.   | Never slept on a water bed  | Nothing.   |
| 38570      | 1    | that's the name of the company.   | Pretty good mattress.           | I've seen their commercial a lot about Tempur-Pedic.                         | No.   | I don't know.   | They're on TV all the time  | I just don't know.  | Most mattresses have them                                   | Advertisements.   | No.  |
| 38665      | 2    | I don't know.   | Don't know anything about them. | I don't know.  | No.   | I don't know.   | No.   | I don't know.   | No.   | That's what we bought   | Never slept on a water bed   |
| 38683      | 1    | I don't know because assume there's so many out there.  | Nothing.                        | I'm not sure who manufactures.   | It's the direction I'm going to go.         | Multiple sittings   | Nothing else.   | I just don't know the inner makings.  | Nothing.  | I did not realize they were still selling   | Had one in the 80's  |
| 38967      | 2    | Because I thought that it was a brand.  | They have a good reputation.    | Just from advertisements about the particular brand                          | No.   | I have seen different brands who advertise them.  | They supposable are adjustable on the side to match the person's comfort.   | Because it seems like it is a general type of springing system.   | No.   | It seems like any different sell water beds.  | They are full of water, and they can leak, and destroy your house. |
| 39027      | 2    | That's all I see advertised   | No.                             | Advertises.  | No.   | That's who advertises them  | No.   | I just don't separate it out  | No.   | I bought 2 of them and I got rid of one.  | No.  |
| 39057      | 2    | Because I've seen them on TV.   | No.                             | Seen it on TV.   | No.   | Because I don't know.   | No.   | I don't know.   | No.   | I've seen them and my kids had them.  | No.  |
| 39149      | 2    | Manufactures mattresses of quality.   | No.                             | I don't know what means  | No.   | Because they feel like if they think it's correct.  | No I've never had any experience with them  | It's the correct answer   | No.   | From time to time I see them from different vendors talking about water beds  | No.  |
| 39170      | 1    | Advertisement and comfort come to mind.   | No.                             | I actually sat on one and I personally went to look at ones.                 | It offers lumbar support and body support.  | Due to advertising on TV. flexible settings come to mind.                                 | No.   | From advertisement on TV  | Offers support and sturdy or firm.                          | A brand name because I've never purchased a water bed before so I don't know who make them.   | No, it has got water in it and some have heaters.                  |
| 39214      | 2    | I just heard of Beauty Rest Like I said we look for a firm mattress that we like together, the comfort, the firmness. | No.                             | I just don't understand the question.  | No.   | Because I don't.  | No.   | I don't know.   | No.   | Because I don't know, I had a water bed 40 years ago.   | No, it makes you sea sick if you are not careful                   |
| 39261      | 2    | It's the only company I can think of, that I've heard Beauty Rest associated with.                                    | No.                             | We go to various places to look at mattresses.                               | No.   | Because I don't.  | No.   | I never heard of it.  | No.   | I've never considered buying one.   | No.  |
| 39495      | 2    | Because that's all I've ever heard of.  | Not really                      | I just figure it's a name brand of the company that makes it.                | No, I don't know too much about it.         | I have one, and it's the only company that has a mattress like that, that I can think of. | I really like it  | I think most mattress, other then Tempur-Pedic and number bed, have inner springs.  | No.   | I don't know anything about waterbeds; I haven't looked at them or anything   | No.  |
| 39659      | 2    | I thought Beauty Rest is one company.   | No.                             | Because I don't know.  | No.   | Because I only heard of Sleep Number Bed.   | No, I just don't know anything about it   | Because aren't they all made with inner spring?   | No.   | I have one  | No, they are very comfortable.                                     |
| 39686      | 2    | I thought Beauty Rest is one company.   | No.                             | Commercials I have heard   | No.   | I have never heard of it  | No.   | I have heard of inner springs.  | No.   | I don't know of any water bed company.  | No.  |
| 39748      | 2    | I think I heard of it on TV but I don't know if they are a big company.   | Because I don't.                | I have heard the word but I haven't purchased a bed like it before.          | No Sir.                                     | I haven't heard of it before  | No Sir, no Sir.   | I think they came out in the 1990's or the early 2000's and I think it was the type of mattresses that depends of the comfort of the formers that the side of the bed the person is sleeping on | I don't know anything else                                  | I mean water mattresses have been around since the 1980's maybe even longer   | No Sir.  |
| 39794      | 1    | Haven't bought a mattress for 15 or 16 years.   | No.                             | I've gone through Macy's and through Melancon Furniture store they had them. | Well just the name sounds very comfortable. | Good one, friend of mine bought one they really liked it.                                 | Well, I believe she told me in an electrical storm, it takes a while for it to come back when you lose power. The down side is it loses firmness when electricity is gone but it is comfortable | I haven't been out shopping or looking, I consider box spring an old mattress   | No.   | Well you know I got 4 children 2 married ones have a water bed. I slept in it and got a kink in my back. I'd say there's more than one company. | No.  |
| 39798      | 2    | I just don't know what company they are with  | Nothing.                        | Because I don't.   | Nothing.                                    | We have bad backs and make me feel better.  | Nothing.  | Some of them have those individually advertise and some have that they are connected.   | Sometimes the springs come out and poke you when their old. | Because it would be so hard to take care of, afraid it might leak.  | I slept on one once many years ago.                                |

| Respondent | Q100 | Q1A  | Q1B                     | Q2A   | Q2B   | Q3A  | Q3B   | Q4A  | Q4B   | Q5A   | Q5B   |
|------------|------|--|-------------------------|---|---|--|---|--|---|---|---|
| 40023      | 2    | Just the advertising, not a particular advertise campaign just a lot of advertising.               | No.                     | I hear the term a lot.  | No.   | I seem to remember the commercials clearer and it's the same people and same company same strategy.          | I used them in hotels and they are very uncomfortable, my number hasn't been created I guess. | I think it's a component of a mattress.                              | I don't think they are supposed to be good. | I don't think I remember the last time I saw a advertisement for water bed. | No.   |
| 40053      | 1    | Because I have just heard of that name.  | No.                     | Just the ads.   | No.   | Because I have never heard of that.  | No.   | Because I have just heard that expression                            | No.   | Because I don't know.   | No.   |
| 40137      | 1    | Beauty Rest is a brand name.   | I own one.              | Because I heard the name, not interested in the mattress. Tempur-Pedic, I though was a brand name | I tried them and I don't like them.             | Because I know different companies that have mattress that inflate by the number.                            | No.   | Because several companies advertise.                                 | No.   | I don't like them, I am not interested.                                     | No.   |
| 40294      | 1    | I don't know.  | No.                     | Advertising.  | I've heard they're wonderful                    | Advertising.   | No.   | Advertising I guess  | No.   | Lack of advertising.  | No.   |
| 40469      | 1    | Because I have only ever heard it used by one company.   | No.                     | Because I have only heard it used by one company  | I suspect it's made by Sealy                    | I hear their ads   | Slept on one once and didn't care for it.   | Because I think it's a commonly used term when describing mattresses | No.   | Didn't know they were still making them.                                    | No.   |
| 40541      | 2    | As far as selling the mattress, if I was asked who makes it I would associate it with one company. | That they are expensive | It's a brand name I seen on commercials.  | They are expensive and they look uncomfortable. | Because I get that from the commercials.   | They are extremely expensive, they look very comfortable and I wish I could afford one.       | Because I don't know if they make them anymore now-a-days.           | No.   | I just don't know, the company that sells water bed.                        | I used to know one in the 80s, and I loved it |
| 40544      | 2    | They Beauty Rest were given to me and I don't know.  | I know they sleep well  | I heard of the Tempur-Pedic but I have never owe one  | No.   | Because I have not done a research on a Number Bed. I have not good knowledge of it and I really do not know | Only what I have seemed on advertising on TV  | I have heard of the inner spring but do not know                     | No.   | I never had a water bed   | No.   |
| 40889      | 2    | Same answer as the last two questions I don't pay attention to those ads                           | No.                     | My wife made the research and she got what she wanted.  | Not really.                                     | I really don't pay that much attention to mattresses on those commercials.                                   | No.   | Because I don't get involved in it.                                  | No.   | Because I didn't know they were still around                                | No.   |

# Exhibit E

# Exhibit E

## “Buying a Mattress”

### Sears

[Skin Care \(/beauty-skin-care/b-1023306\)](/beauty-skin-care/b-1023306)  
[Face \(/beauty-face/b-1024620?sName=View%20All\)](/beauty-face/b-1024620?sName=View%20All)  
[Eyes \(/beauty-eyes/b-1024619\)](/beauty-eyes/b-1024619)  
[Lips \(/beauty-lips/b-1024626?sName=View%20All\)](/beauty-lips/b-1024626?sName=View%20All)  
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[Knowledge Center \(/articles/knowledge-center.html\)](/articles/knowledge-center.html)  
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[shop Hot Weekly Deals \(/shc/s/dap\\_10153\\_12605\\_DAP\\_sears-online-deals?adCell=DC\\_onlinehotdeals&adCell=W2\)](/shc/s/dap_10153_12605_DAP_sears-online-deals?adCell=DC_onlinehotdeals&adCell=W2)  
[Articles \(/articles/sitemap.html\)](/articles/sitemap.html)   [Home \(/articles/sitemap/home.html\)](/articles/sitemap/home.html) › [Mattresses \(/articles/sitemap/home/mattresses.html\)](/articles/sitemap/home/mattresses.html) › [Buying a Mattress](#)

## Buying a Mattress



(<http://www.sears.com/articles/knowledge-center/home/mattresses.html>)

You spend a third of your life sleeping, which is why the right mattress (<http://www.sears.com/home-mattresses-all-mattresses/b-1348894130>) can make the other two thirds that much better. Real, natural, sleep fuels the human body, and with a quality mattress you can wake up after a great night's sleep feeling refreshed and ready to take on the day. Whether it's for the master bedroom or the guest room or your child's room, a proper mattress can provide the rest you need to keep you energized throughout a long day. Picking the right mattress is much like buying a new car or your new home, making the right investment results in making your life better for several years. Our goal is to help you find the right mattress because Sears knows how much your dreams matter to you.

### Why buy a new mattress?

If you've been sleeping on the same old mattress for a while, you might not realize that there are some great reasons to switch up your sleep surface. Here are a few factors to consider when buying a new mattress.

- First of all, understand your old mattress. Figure out the size, spring construction and topper material. The more you know about your old mattress, the more you know what did and didn't work for you. That way you know what features to look for or to avoid in a new mattress.
- If you're moving into a new home or apartment, you might have more space. This is the perfect time to upgrade from a small mattress to something a bit larger. It also makes the move much easier if you don't have to transport a bulky older mattress.
- From toddlers to teens, your child is always growing. Whenever your kid grows out of their bed, a new mattress set is in order. New mattresses range from twin to king sizes, and can suit any height or body type.

- As your body changes, your sleeping patterns change too. It's crucial that a new mattress is constructed of the right materials to give you proper support. Certain models come with different comfort layers, ranging from firm to pillow top, that cater to your needs.
- Dust, dander and other particles tend to build up on an old mattress over time. A new, clean mattress can help you sleep comfortably and keep you healthy.
- Remember that when you buy a mattress, it is specially constructed at the factory according to your specifications. As a result of the manufacturing process, you may notice a slight odor on the delivered mattress. This smell will fade within a few days and is not caused by a manufacturing defect.

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## Features of new mattresses

### Comfort layers

- Firm mattress tops (<http://www.sears.com/home-mattresses-by-comfort-firm-mattresses/b-1348894132>) are best used if you sleep mostly on your back or stomach, giving you the proper comfort and support
- Plush layers (<http://www.sears.com/home-mattresses-by-comfort-plush-mattresses/b-1348894133>) work best for helping sooth pressure points throughout your body as you sleep
- Pillowtop mattress (<http://www.sears.com/home-mattresses-by-comfort-ultra-plush-mattresses&Sears/b-1348894135>) layers are constructed of material soft enough to let your body sink in
- Tight tops (<http://www.sears.com/home-mattresses-by-comfort-ultra-firm-mattresses&Sears/b-1348894134>) are made with a flat surface and uses a firmer upholstery than other mattresses



Learn more about firm mattress tops (<http://www.sears.com/articles/home/mattresses/what-is-a-firm-top-mattress.html>), plush top mattresses (<http://www.sears.com/articles/home/mattresses/what-is-a-plush-top-mattress.html>), pillowtop mattresses (<http://www.sears.com/articles/home/mattresses/what-is-a-pillowtop-mattress.html>) and tight top mattresses (<http://www.sears.com/articles/home/mattresses/what-is-a-tight-top-mattress.html>)

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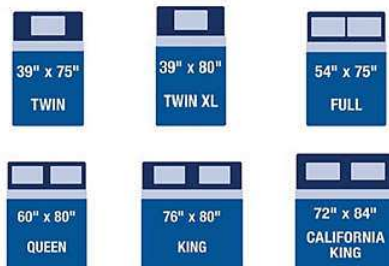


## Dimensions

When considering the size of mattress to buy, there's more to consider than just the size and age of the sleeper. Remember that you'll have to move the mattress into your home, so make sure your doorways and stairwells are wide enough to accommodate your choice of mattress size.

- Twin size mattresses (<http://www.sears.com/home-mattresses-by-size-twin-mattresses/b-1348848866>), also known as single size mattresses, are 39 inches by 75 inches and ideal for young children or in rooms with limited space
- Twin XL size mattresses (<http://www.sears.com/home-mattresses-by-size-twin-xl-mattresses/b-1348848940>) are slightly longer than normal single size mattress, measuring at 39 inches by 80 inches
- Full size mattresses (<http://www.sears.com/home-mattresses-by-size-full-mattresses/b-1348848355>), also referred to as double size mattresses, are 54 inches by 75 inches and usually work best in guest rooms or for teenagers
- Queen size mattresses (<http://www.sears.com/home-mattresses-by-size-queen-mattresse/b-1348848645>) provide more space for two people and are slightly larger than full size mattresses, measuring at 60 inches by 80 inches
- King size mattresses (<http://www.sears.com/home-mattresses-by-size-king-mattresses/b-1348848580>) are ideal for master bedrooms or couples, measuring at 76 inches by 80 inches
- California king size mattresses (<http://www.sears.com/home-mattresses-by-size-california-king-mattresses/b-1348848179>) give tall people optimal space and measure 72 inches by 84 inches, which is slightly longer than regular king size mattresses

Learn more about mattress dimension sizes  
(<http://www.sears.com/articles/home/mattresses/standard-mattress-dimensions.html>)



## Bedding accessories

- Box springs and foundations (<http://www.sears.com/home-mattresses-mattress-accessories-box-springs-foundations/b-1348849124>) provide the proper base to support the size and weight of your mattress. Box springs come in two heights: standard and low. When choosing between the two, consider your mattress height. Those with thicker mattresses may want a lower box spring to achieve a comfortable overall bed height, and vice versa.
- Bed frames (<http://www.sears.com/home-furniture-bedroom-furniture-bed-frames/b-1348849036>) help raise the box spring, mattress and entire set off the floor, creating maximum support
- Headboards (<http://www.sears.com/home-furniture-bedroom-furniture-headboards/b-134880288>) are placed behind the head of the mattress, and create security and add style to your new bed
- Mattress pads and protectors (<http://www.sears.com/home-bed-bath-bedding-basics-mattress-pads-pillows-mattress-pads-protectors/b-1348744797>) help guard your mattress from spills, accidents and other unexpected messes
- Different kinds of pillows can either decorate your bedspread or align your body properly as you sleep
- Comforters (<http://www.sears.com/home-bed-bath-bedding-comforters/b-1348744781>) and down comforters (<http://www.sears.com/home-bed-bath-bedding-basics-down-comforters-featherbeds/b-1348744756>) add style to your bed and give you an extra layer to keep you warm on a cold night
- If you prefer to read, watch TV or lounge in bed before sleeping, take a look at an adjustable bed (<http://www.sears.com/home-mattresses-mattress-accessories-adjustable-beds/b-1348848985>). These beds tilt up to give you a comfortable backrest for sitting, then tilt down when you're ready for sleep.



Learn more about bedding foundation options (<http://www.sears.com/articles/home/mattresses/buying-bedding-accessories.html>) and bedding accessories (<http://www.sears.com/articles/knowledge-center/home/mattresses/all-articles-genericarticle.html>)

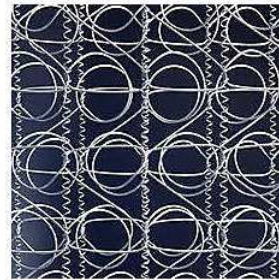
## Coil types

When you're looking for a new mattress, it's easy to get confused about all the different coil types on the market. Each coil type has its own advantages and disadvantages, so you want to be sure you pick the right style for you. Take a look at your old mattress and check what spring style it is. If you liked it, stick with the same coil type. If you didn't like it, you can try a new type for your next sleep surface.

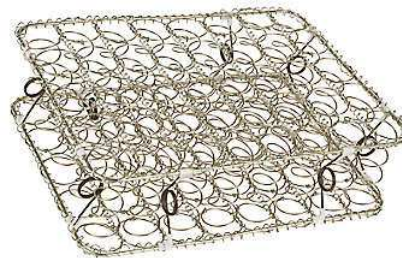
- Pocketed coils are independently wrapped in a fabric casing. Because pocketed coils move independently, they work well at conforming to your body shape and dampening side to side motion.



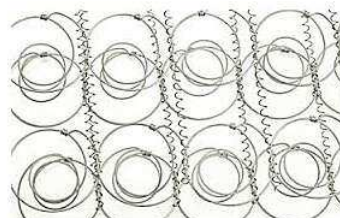
- A continuous coil is one framework of metal made up of many connected coils. Each coil in the framework is supported by its neighbors, making the continuous coil a great choice for long-term durability.



- A Bonnel coil system is made up of individual hourglass-shaped coils. Each coil is shaped like an hourglass, with a thinner portion in the middle which allows compression. Bonnel coil mattresses tend to be inexpensive, making them a great choice for budget-minded shoppers.



- In a tied coil system, individual coils are connected by helical lacing. This connection gives a tied coil system a high level of mutual spring support, making this a good choice for those who prefer a firm sleep surface.



## Types of mattresses

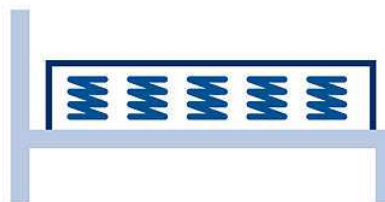
### Innerspring mattresses

An innerspring mattress (<http://www.sears.com/home-mattresses-by-construction-innerspring-mattresses/b-1348848099>) uses different steel core constructions to create both comfort and support.

#### *Quick Specs*

- Typically 12-15 coil gauges
- Available in Bonnell, offset, pocket and continuous coil configurations
- Offers ideal flexibility for any size or sleeping positions thanks to their spring cores

**Price range:** \$200-\$5,500



Innerspring mattresses are best for . . .

*Side sleepers:* Sleepers that lie down on their side require flexible support. Innerspring mattresses are built to handle the increased pressure that comes from sleeping in this position.

*Consumers on a tight budget:* In comparison to other high-quality mattresses, innerspring versions are typically a more affordable option.

*Diverse comfort:* Innerspring mattresses have different coil systems that provide sleepers with the proper support and comfort to enjoy a peaceful night's sleep. They also come in a wide variety of top layers to suit any sleeper's needs.

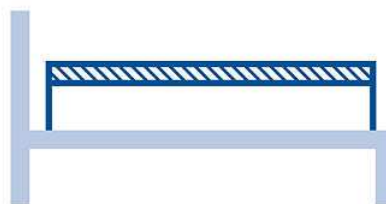
## Memory foam mattresses

A memory foam mattress (<http://www.sears.com/home-mattresses-by-construction-foam-memory-foam-mattresses/b-1348894136>) uses state-of-the-art technology that conforms to your body and evenly distributes your weight, which alleviates pressure for proper support.

### *Quick Specs*

- Constructed with polyurethane materials
- Hypoallergenic alternative foam is made from latex
- Adjusts from firm to soft based on cool and warm temperatures, respectively
- Available with dual-adjustable firmness settings in some models

**Price range:** \$200-\$6,800



Memory foam mattresses are best for . . .

*Alleviating high-pressure points:* High-pressure points sometimes require special attention when you lie down. Memory foam mattresses conform to your body's shape and evenly distribute bodyweight, which helps provide better comfort and support to these areas.

*Couples that share a bed:* Since a memory foam mattress lets your body sink into one spot, it also reduces heavy motion transfer. This allows sleepers to move without disrupting their partners.

## Hybrid mattresses

A hybrid mattress (<http://www.sears.com/home-mattresses-by-construction-hybrid-mattresses/b-1348848082>) gives sleepers resistance with its center comfort core, but it also conforms to your body with a foam surface.

### *Quick Specs*

- Typically constructed with pocket spring core
- Made with a 3 to 4 inch foam surface
- Available for most adjustable beds

**Price range:** \$680-\$6,900



Hybrid mattresses are best for . . .

*People who want optimal comfort and support:* For sleepers that require top tier support and pillow-like comfort, a hybrid mattress is the perfect choice. Its coils provide plenty of flexibility while the memory foam properly adjusts to your bodyweight.

*Adjustable beds:* Most hybrid versions are constructed with pocket coil cores, which reduce motion transfer on each side of the mattress. This configuration fits perfectly with adjustable bases, allowing you to sleep, watch TV or read a book comfortably in bed.

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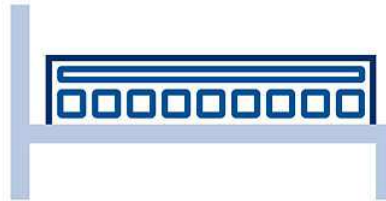
## Air mattresses

An air mattress (<http://www.sears.com/home-mattresses-by-construction-home-air-mattresses/b-1348894137>) allows you to change your bed from soft to firm easily.

### Quick Specs

- Constructed of lightweight materials, such as polyvinyl chloride or thick plastics
- Features standard firm, plush, pillowtop and tight top surfaces
- Includes valve to inflate or deflate mattress

**Price range:** \$20-\$150



Air mattresses are best for . . .

*Guest beds:* Air mattresses make ideal guest beds whenever family and friends are staying over. Not only are they easy to set up and take down, but air mattresses don't take up lots of space when deflated.

*Adjustable comfort:* Not everyone enjoys the same level of comfort when they sleep. You can easily change an air mattress' firmness or softness by inflating or deflating it fit anyone's preferred setting.

*People who travel:* Certain versions are portable so you can take them with you on trips. Air mattresses are a great option for camping, sleepovers and even dorm rooms.

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## Bottom Line

Mattresses come in various comfort layers, dimensions and configurations that suit all kinds of sleepers. While each mattress has its own benefits, the final decision should come down to which one suits your needs best. Your choice should factor in several variables, including the size of the room, your height and support. An innerspring mattress might be best if you sleep on your back, but if you find yourself sleeping on your side, a memory foam mattress could be more comfortable. If you require flexible support but enjoy pillow-like relief, a hybrid model makes a great alternative. Remember that whichever type you choose, your new mattress will need the proper accessories and regular cleaning to deliver maximum lifespan and sleep comfort. Make sure you know how to clean your mattress (<http://www.sears.com/articles/home/mattresses/how-to-clean-a-mattress.html>) and how to set up your box spring properly to maximize the service life of your new mattress.

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## Top Selling in Mattresses

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
|    |   |   |   |    |   |   |
| Mantua Twin/Full Bed Frame  | Mantua Queen/King Bed Frame  | Serta Coralee Full Mattress Only   | Serta Perfect Sleeper Queen Box Spring   | Serta Perfect Sleeper Taryn Super Pillow Top   | Night Therapy 10 Inch Pillow Top Spring  | Serta Perfect Sleeper Queen Box Spring   |
| (http://clicks.semantitec.com/redirectUrl=http://www.sears.com/home-mattresses/twin-full-bed-frame/p-08216903000P&recProductId=08216903000P&sellPrice=39.99&urlType=Standard&adCell=WF&adCell=WF) | (http://clicks.semantitec.com/redirectUrl=http://www.sears.com/home-mattresses/queen-king-bed-frame/p-08216903000P&recProductId=08216903000P&sellPrice=59.99&urlType=Standard&adCell=WF&adCell=WF) | (http://clicks.semantitec.com/redirectUrl=http://www.sears.com/home-mattresses/coralee-full-mattress-only/p-08298572000P&recProductId=08298572000P&sellPrice=150.0&urlType=Standard&adCell=WF&adCell=WF) | (http://clicks.semantitec.com/redirectUrl=http://www.sears.com/home-mattresses/perfect-sleeper-queen-box-spring/p-08298572000P&recProductId=08298572000P&sellPrice=150.0&urlType=Standard&adCell=WF&adCell=WF) | (http://clicks.semantitec.com/redirectUrl=http://www.sears.com/home-mattresses/perfect-sleeper-taryn-super-pillow-top-queen/p-08298572000P&recProductId=08298572000P&sellPrice=449.0&urlType=Standard&adCell=WF&adCell=WF) | (http://clicks.semantitec.com/redirectUrl=http://www.sears.com/home-mattresses/night-therapy-10-inch-pillow-top-spring/p-08298572000P&recProductId=08298572000P&sellPrice=264.35&urlType=Standard&adCell=WF&adCell=WF) | (http://clicks.semantitec.com/redirectUrl=http://www.sears.com/home-mattresses/perfect-sleeper-queen-box-spring/p-08298572000P&recProductId=08298572000P&sellPrice=150.0&urlType=Standard&adCell=WF&adCell=WF) |
| \$39.99   | \$59.99  | <del>\$427.49</del> \$174.0  | <del>\$275.0</del> \$150.0   | <del>\$1124.99</del> \$449.0   | <del>\$372.99</del> \$264.35   |  |

Shop all Mattresses (<http://www.sears.com/home-mattresses/b-1348856917>)

## Related Articles

### General Tips

Serta Perfect Sleeper Gel Memory Foam Mattress Provides Comfort and Support (</articles/home/mattresses/serta-perfect-sleepergelmemoryfoammattressprovidescomfortandsupp.html>)

What is a Down Comforter? (</articles/home/mattresses/what-is-a-down-comforter.html>)

Standard Mattress Dimensions (</articles/home/mattresses/standard-mattress-dimensions.html>)

### How-To

How to Clean a Mattress (</articles/home/mattresses/how-to-clean-a-mattress.html>)

How to Prevent Bed Bugs (</articles/home/mattresses/how-to-prevent-bed-bugs.html>)

### Product Insights

Tempur-pedic TEMPUR-Contour Collection (</articles/home/mattresses/product-insights-2015-tempur-contour-mattresses.html>)

Tempur-pedic TEMPUR-Cloud Collection (</articles/home/mattresses/product-insights-2015-tempur-cloud-collection.html>)

Beautyrest Black Series Mattresses (</articles/home/mattresses/product-insights-2015-beautyrest-black-mattresses.html>)

### Comparison

King Bed vs. California King Bed (</articles/home/mattresses/king-bed-vs-california-king-bed.html>)

Mattress Protector vs. Mattress Pad (</articles/home/mattresses/mattress-protector-vs-mattress-pad.html>)

Queen Bed vs. Full Bed (</articles/home/mattresses/queen-bed-vs-full-bed.html>)

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# Exhibit E

## “Mattress buying guide”

### Consumer Reports





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## Mattresses

### Mattress buying guide

Last updated: February 2015

Mattress Buying Guide

Testing Mattresses to Find the Best

What's Inside a \$7,600 Luxury 'Dux' Mattress?

Folding Fitted Sheets

Getting started | [Types](#) | [Features](#) | [Brands](#)

### Getting started

You should think about buying a new mattress if you wake up tired or achy, you tend to sleep better at hotels than at home, your mattress looks saggy or lumpy, you're over 40, or your mattress is at least five to seven years old. Use this mattress guide to help with your purchase.

### Choose a size

Most sleepers shift positions during the night, and cramped quarters can keep them from moving freely. Standard mattress dimensions are king, 76x80 inches; California king, 72x84 inches; queen, 60x80 inches; full, or double, 53x75 inches; and twin, 38x75 inches.

### Consider an innerspring first

A conventional innerspring mattress is the most common choice and often the least expensive. Memory foam, which was developed to protect astronauts against g-forces, is heat-sensitive and conforms to your body. Tempur-Pedic is the big name, but there are other brands. Not all memory foam feels the same, and it can take time to get used to. Many of today's innersprings, billed "hybrids," add a layer of foam over the springs. Another option is an adjustable-air mattress; with this inflatable kind, you can choose a different firmness for each half of the bed. Select Comfort (which manufactures Sleep Number) is the major brand, though other manufacturers, such as Tempur-Pedic, have entered the fray.

### Decide where to shop

Buy at a store, not online or over the phone, unless you've already tried the identical mattress in a store. A product manager for Tempur-Pedic told us that more online customers return their mattresses than shoppers who buy in a store. If you're committed to buying online, check the return policy.

Department stores have frequent sales and lots of brands, but can be crowded, cluttered, and short on sales help. Bedding stores such as Sleepy's and 1-800-Mattress, and some furniture stores, offer plenty of variety and are often less crowded. We found the salespeople at these stores more attentive and sometimes more willing to

bargain. Start out with the least expensive bed from a few top brands, and work your way up in cost. Hint: Stores keep the priciest models up front.

Company stores selling only Duxiana or Select Comfort provided especially good service, because employees can afford to take time with customers. Queen-size sets cost about \$5,000 to \$8,000 at Duxiana (there's no bargaining) and about \$900 to \$3,800 at Select Comfort (there are occasional sales). One specialty bed we tested, Tempur-Pedic, is sold at a variety of stores, but we found that discounts have historically been few and far between.

### **Understand the name game**

Manufacturers usually modify innerspring mattresses for different sellers, changing the color, padding, quilting pattern, and so forth. Then each seller can call the mattress by a different name. Consumers are the losers. Because such mattresses are at least somewhat different, and the names vary, you can't comparison-shop. (A big chain such as Sears or Bloomingdale's has the same model names for the same beds at all of its stores, usually at the same price.)

Some mattress makers provide helpful information on their websites. Go to [www.simmons.com](http://www.simmons.com), for example, and you'll find basic information about the company's flagship Beautyrest lines, including TruEnergy, ComforPedic, Natural Care, and BeautySleep. You'll see those names wherever you find Beautyrest, and all beds in each line share attributes.

### **Choose the right firmness**

Don't rely on descriptors. One company's ultraplush might be another's supersoft. Orthopedists once recommended sleeping on an extremely firm mattress, but there's little evidence to support that view. The best surface is purely subjective, says a spokesman for the Stanford University Center for Human Sleep Research.

A study published in the British medical journal *Lancet* suggested that people who suffer from lower back pain would benefit from a medium-firm mattress. That made sense to several experts we interviewed. If a mattress is too firm, it won't support the body evenly and may cause discomfort at the heaviest points (hips and shoulders). If it's too soft, a sleeper could sink into the surface and have a hard time moving, which could cause tingling, numbness, or aches.

Alan Hedge, Ph.D., professor of ergonomics at Cornell University, noted that the best mattress supports the spine at all points while allowing it to maintain its natural curve. By age 40, Hedge said, skin loses elasticity and becomes more sensitive to pressure points, so a softer, more cushiony surface is more comfortable. "Slightly softer works better because there's less compression on the skin," he said.

### **Do the 15-minute, in-store test**

Don't be embarrassed to lie down on lots of mattresses in the store. Salespeople expect it. Wear loose clothes and shoes that you can slip off. Spend at least five minutes on each side and on your back (your stomach, too, if that's a preferred sleeping position). Panelists who took beds home for a month-long trial rarely changed the opinion they formed after the first night. On the whole, their opinions were the same as those of our in-store testers, about 75 percent of whom told us, in a recent subscriber survey, that trying out the mattress beforehand helped them sleep better.

### **Do you need a new box spring?**

Foundations can sell for as much as the mattress, even though they're generally just a wood frame enclosing stiff wire and covered with fabric to match the mattress.

We found that companies frequently pair the same foundation with mattresses in different price ranges. You can save by buying a higher-priced mattress and a lower-priced foundation. Once the bed is made, no one will know. If the old box has bouncy springs instead of stiff wire, it should be replaced.

If your current foundation is only a few years old, with no rips, warps, creaks, or "give," consider using it with a new mattress. Though most respondents to our recent subscriber survey replaced their foundation with their mattress, roughly 80 percent of those who kept their old one reported that they were sleeping better after replacing just the mattress. So if your box spring isn't broken and is still structurally sound, consider keeping it and saving several hundred dollars.

If your new mattress is ultrathick, consider pairing it with a "low profile" foundation, 4 to 6 inches thick, to reduce height.

### **Be wary of 'comparables'**

If you like a mattress at one store and ask elsewhere for something similar, you're likely to be steered toward a same-brand mattress that's supposed to have the same construction, components, and firmness. It's unlikely. Mattress makers offer some lines nationally, but when those brands are sold through major chains such as Macy's, Sears, and Sleepy's, they're for lines exclusive to those chains. And manufacturers don't publish a directory of comparables. Retailers that claim to sell them, insiders say, generally snoop in competing stores and compile a list of beds that appear equivalent. But when we went to three bedding chains and asked for mattresses similar to those we'd bought at three department stores, five of the six mattresses were way off the mark. A two-sided mattress, for example, was said to be comparable to a one-sided bed. Ultimately, there's no way for you to know which mattress is actually the same as or comparable to one in another store.

### **Look for a comfort guarantee**

Some retailers give you two weeks to several months to return or exchange a mattress or box spring you don't like. Everyone plays by different rules, and a return usually costs you. At Macy's, you're encouraged to let your body adjust to the mattress; then you have 60 days to contact the company about returning or exchanging it, but you'll pay a \$75 pickup fee plus a 15 percent "usage" fee. Sears has a 30-day comfort policy (with 60 days to return or exchange it); similarly, you'll pay return shipping plus a 15-percent restocking fee.

### **Don't count on warranties**

They cover defects in materials and workmanship, not comfort or normal wear and are usually in effect for 10 years. Some mattress warranties don't cover full replacement value; instead an annual usage charge is deducted from the current retail price.

When you make a claim, the store or manufacturer sends an inspector to your house. You'll need to show a receipt. If you say the mattress has sagged, the inspector checks whether the dip is below the allowable limit, 1 1/2 inches. A company will void a warranty if you've removed the "do not remove" tag, if the mattress is soiled, or if it has uneven support from a box spring or frame--a common reason for sagging, says a Simmons spokesman.

#### **Wait for a sale, and bargain**

Specialty mattresses usually have a set price, but you can save at least 50 percent off list price for an innerspring. Ads for "blowout" sales make such events seem rare. They aren't. If the price is good, buy; if not, wait. Our shopper spent \$1,300 more for a Serta Perfect Sleeper set at one Sears store than for the same set at another Sears a week later.

An advertised "bargain" may not be all it seems, so read the fine print. A flyer from one store we saw touted 75 percent savings on mattresses, but a footnote revealed that the list price from which the discount was calculated "may not be based on actual sales."

#### **Have options at several stores**

If you're ready to shop elsewhere, you may be able to get a discount. When our reporter asked a salesman at a 1-800-Mattress showroom whether there was a better deal at the company's website, the salesman said he'd double the value of a \$100 Internet coupon if the bed was bought at the store.

#### **Seal the deal**

Ask about trial periods, return policies, and restocking and pickup fees before buying--especially at warehouse clubs such as Costco or Sam's Club, where you can't try out mattresses. Also ask about disposal of your old mattress (some deliverers will take it to the curb, others charge to cart it away). Insist on a no-substitutions clause in the sales agreement, in case the bed you ordered is out of stock. When it's delivered, check for stains and other damage. Insist on a replacement if you're not happy.

#### **Leave the tag on**

In case you have to file a warranty claim, you'll need that do-not-remove-under-penalty-of-law label that's sewn onto the mattress. (If the tag isn't there, don't buy the mattress.) While the stern warning is aimed at retailers and manufacturers, not consumers, removing the tag could come back to haunt you if you can't resolve a warranty problem with the retailer and you need to plead your case to the manufacturer. The tags are important because they contain identifying information, a description of the filling (for example, polyester, goose down, feathers, or cotton) and the percentage of each, whether--and how much of--the materials are new or used, and details about flame retardancy. Other labeling requirements include country of origin (for example, "Made in the U.S.A. of imported materials" or "Shell made in China, filled and finished in the U.S.A."), and the name of the manufacturer, importer, distributor, or vendor. We checked the policies of three of the largest mattress makers, Sealy, Serta, and Simmons, and all agreed that you must have the tag in order to have your claim processed. What's not 100-percent clear is whether the tag must be permanently attached to the mattress or whether it's adequate simply to possess a tag that's been cut off. We suggest you play it safe and leave the tag alone.

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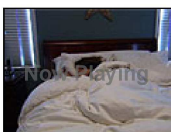


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## Mattresses

### Mattress buying guide

Last updated: February 2015



Mattress Buying Guide



Testing Mattresses to Find the Best



What's Inside a \$7,600 Luxury 'Dux' Mattress?



Folding Fitted Sheets

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### Types

If you've only had an innerspring bed and it's worn out, it's easy to think you'll only be satisfied paying hundreds more for a newer type. But there's good news: Our years of testing have shown that, whatever the type of mattress, all but the cheapest are apt to be sturdy. Here are the mattress types to consider:

#### Innerspring

These are traditional steel coils in various configurations and are often the least expensive--and the most widely sold. Variations include special layers of cushioning, some with infused gel. Sealy, Serta, Simmons, and Spring Air are the top sellers.

**Pros:** Changing positions tends to be easy.

**Cons:** Some models readily transmit bouncing from one sleep partner to the other.

#### Memory foam

Basically polyurethane with additional ingredients, memory foam has been a favorite of respondents to our surveys who suffer from pain. A variation is latex foam, claimed to be hypoallergenic.

**Pros:** Traditional memory foam softens when you lie on it and soon molds to your body. Once you get up, it springs back to its original shape. A few models come in dual firmness--say, firm on one side, soft on the other. And this type helps isolate you from movement on the other side of the bed.

**Cons:** Some owners feel it sleeps hot, and some mattresses require effort to turn in your sleep. Air it out before first use.

**Adjustable air**

With this type, you inflate it to your desired firmness using a pump attached to the bed. Many include additional layers such as foam.

**Pros:** Most also let you inflate individual halves to different firmnesses to suit each sleep partner.

**Cons:** Respondents to our recent survey, though pain sufferers tended to be satisfied, were more likely to complain about price. Should you wish to adjust the bed during the night, the noise of the pump can be annoying.

---

**Gel**

This moldable, flexible substance most typically serves as a layer on another type of bed.

**Pros:** It's claimed to help a mattress breathe better and feel cooler, especially for memory foam.

**Cons:** Our tests show that mattresses without infused gel "breathed" about as well.

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## Mattresses

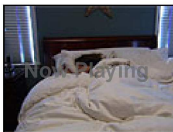
### Mattress buying guide

Last updated: February 2015




Mattress Buying Guide


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Mattress Buying Guide



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### Features

[Ticking](#) + | [Top padding](#) + | [Coils](#) + | [Box spring](#) + | [Topper](#) +

The construction of a mattress determines the way it feels. Most stores have a cutaway or cross-section display of at least some mattresses. Despite the claims, there is no best bed for everyone. Spend time finding the mattress that's most comfortable for you and supports you best. Here are the mattress features to consider.

#### Ticking

This is the outermost layer, usually polyester or cotton-polyester. Fancier mattresses may have damask, jersey knit, microsuede, wool, cashmere, or silk. More than the material, ticking is an important contributor to sleeping comfort. What really counts is the stitching that binds the ticking to the top padding, which affects how the mattress feels. A large quilt pattern provides a deep, cushioned sensation. A smaller pattern tends to feel firmer.

#### Top padding

This is usually polyurethane foam, with or without polyester batting. Polyester batting provides a soft feel and helps to dissipate perspiration. "Egg crate" foam feels softer than a solid slab.

#### Coils

They provide the main support in a conventional innerspring mattress. Heavier-gauge coils provide a stiffer suspension, and lighter-gauge coils feel springier. But despite the hype, all types of coils—hourglass, continuous wire, or individually pocketed—are up to the task. Some manufacturers beef up the edges of the mattress with more closely spaced coils, slabs of stiff foam, or thicker wire. Stiffer edges keep you from feeling as though you'll roll off, and they provide a solid place to sit and tie your shoelaces.

**Box spring**

It may sell for as much as the mattress, though it's generally just a wood frame enclosing stiff wire. Companies often pair the same box spring, or foundation, with mattresses in various price ranges, so you may save by buying a higher-priced mattress with a lower-priced foundation. If you buy an extra-thick mattress, consider pairing it with a low-profile box spring to reduce height. There's nothing springy about box springs. They simply support the mattress. And for a foam mattress, the box spring is just a box, more properly called a "foundation."

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**Topper**

Foam- and feather-filled toppers are sold separately and are designed to go on top of the mattress. A topper may soften a bed that's too hard, but price is no guarantee of a good night's sleep. A \$890 topper made one of our testers feel as though he were sinking in quicksand. Even the higher-priced, feather-filled ones might shift overnight and become lumpy. You won't need a topper if you pick the right mattress.

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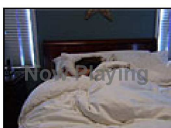


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## Mattresses

### Mattress buying guide

Last updated: February 2015



Mattress Buying Guide



Testing Mattresses to Find the Best



What's Inside a \$7,600 Luxury 'Dux' Mattress?



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### Brands

[Sealy](#) + | [Select Comfort](#) + | [Serta](#) + | [Simmons](#) + | [Tempur-Pedic](#) +

You'll probably recognize some of these brands of mattresses, but because model names differ from store to store, it is difficult to compare mattresses by brand. But here are the big names in the business.

#### Sealy

Sealy is a brand leader and one of the largest manufacturers, making Sealy, Stearns & Foster, and Bassett brands of mattresses. Sealy has effectively marketed itself as maker of orthopedic, back-friendly mattresses with its Posturepedic line. The national brand is available in mass-market chains such as Sears, sleep specialty stores, and furniture retailers. Sealy makes models at a wide range of prices, from \$500 for a queen to more than \$4,000 for a foam mattress. A plush pillow-top (queen mattress only) can range from \$800 to \$3,000. Sealy has recently expanded its offerings, and now makes latex (Comfort Series by Sealy Posturepedic) and foam (Optimum by Sealy Posturepedic) mattresses.

#### Select Comfort

Select Comfort, a specialty sleep brand, has grown significantly over the last few years and has moved into the top five. Select Comfort is most known for its Sleep Number beds with DualAir technology. It claims that the Sleep Number system allows the user to set the degree of firmness on each side of the bed. Select Comfort's prices range from \$1,000 for an entry-level C2 queen set to \$4,700 for the m9 model, which has memory foam and a digital remote. The brand is sold nationally in 410 Select Comfort retail stores and at the company's website.

#### Serta



Serta is the No. 1 brand of mattresses, and its slogan is "We Make the World's Best Mattress." For the Serta Perfect Sleeper, Serta relies on the very recognizable "counting sheep" ads to convey its comfort message to consumers. Serta is a national brand available at mass market chains such as Sears, sleep specialty chains, and furniture stores. Prices range from \$200 for an entry-level, firm queen mattress (only) to \$3,000 for a Cool Action memory-foam model. Serta makes iComfort, a high-end gel memory foam sleep system with microSupport gel technologies. Serta is a leading provider of mattresses to the hotel industry.

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### **Simmons**

Simmons is No. 3 in the market, and is best known for its broad range of products. Simmons' line includes Beautyrest, TruEnergy, ComforPedic, and Beautyrest Black. Prices range from \$500 for a basic queen mattress to \$6,000 for a latex plush super pillow-top queen mattress. Simmons is available nationwide through mass-market chains such as Sears, sleep specialty chains, and furniture stores. Like the other brand leaders, Simmons has a line of latex and advanced memory-foam mattresses. Simmons also makes and supplies beds to many of the world's leading hotels and resorts.

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### **Tempur-Pedic**

Tempur-Pedic revolutionized the bedding market with its introduction of memory foam a decade ago. Tempur-Pedic is the top specialty sleep brand and ranks No. 4 among the market leaders. Its expensive line of proprietary foam bedding ranges in price from \$1,200 for the OriginalBed (queen) to \$6,000 for the GrandBed. Tempur-Pedic's popularity has generated a loyal following and a number of knockoffs from the mattress brand leaders. Tempur-Pedic is a national brand available at sleep specialty stores and at its own stores and website.

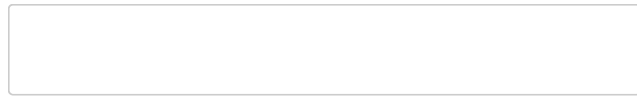
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Exhibit E

“Mattress Buying Guide”

The Mattress Nerd

[MATTRESS BUYING GUIDE](#)[ABOUT THE MATTRESS NERD](#)[RESOURCES](#)[COMPARISON SHOPPING SERVICE](#)[COUPONS](#)

# Mattress Buying Guide

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I assume you're reading this guide because you decided you need a new mattress (and not because you're just curious about what's going on in the world of mattresses these days). Perhaps your current mattress is hurting you, or you wake up tired. Maybe you just want a bigger size. Maybe you're moving and don't want to lug your old mattress from place to place. Whichever is the case, my goal is to help you select the right mattress so you don't make a mistake and so you don't pay a penny more than you have to.

A mattress is perhaps the most important piece of furniture in your home. If you get the recommended 8 hours of sleep per night, *you will spend at least 1/3rd of your life in that mattress*. That means if you keep that mattress for 9 years (which is about the average), 3 of those years will be spent on it. However, many of us don't think about our mattresses and how it impacts our lives every day.

In this post, I will go over the basics on selecting the correct mattress. Elsewhere on the site, I will go into more detail on each of these topics and more, but this will be enough to get you started.

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## How to buy a mattress: the major factors

There are two major factors to look for in a new mattress. They are:

1. **SUPPORT** – You want the mattress to hold you in proper alignment from head to toe, so you don't wake up with a back ache.
2. **COMFORT** – You don't want the mattress to cause pressure to your body, which causes tossing and turning, which means you wake up tired.

If you can find a mattress that keeps you in proper alignment while not causing any pressure to your body, you've found a good mattress for you. There are some other minor factors to look for. They include:

- **Motion separation** – You don't want to be disturbed by your partner moving around, or getting into or out of bed.

- **Temperature** – You want the surface of the bed to be similar to your skin temperature. If a mattress is too warm (or sometimes even too cold), that can interrupt your sleep. This is called thermoneutrality.
- **Edge support** – You don't want to feel like you're rolling off the bed if you sleep near the edge.

Let's look at all of these in a little more detail.

## How to test for support in a mattress

The most important factor in finding the correct mattress is proper support. You need the mattress to push up on your body to counteract your body weight. So that means get a hard, firm, stone-like mattress, right?

### ***WRONG.***

Your body isn't a straight line. Whether you sleep on your back, side, or stomach, your body has curves, and a mattress must come up to support the curves and arches of your body (similar to how a good shoe will have arch support). Consider the following image to illustrate:



**Notice that even while her shoulders and hips “sink” into the mattress, her spine is straight.**

You'll notice that the mattress dips down around her shoulders and hips, but her spine is in proper alignment. If the mattress were too hard, her hips would be pushed up and her shoulders would be pushed up, and her spine would not be straight. If you're in this position for too long, you can wake up with a back ache.

Additionally, if you keep changing positions to try to keep your back in alignment, you're not getting into the deeper stages of sleep, which causes you to wake up tired. The same exact consequences occur if a mattress is too soft, and you're in it like a hammock. You want a mattress to contour to the shape of your body to hold it in its neutral alignment.

## How to test for comfort in a mattress

The second most important criteria to selecting the right mattress is comfort (or as you may hear it called, pressure relief). If a mattress is too hard, it can cause pressure to your body. This cuts off

circulation and pinches nerves (ever wake up with a “pins and needles” feeling in your hand?), and will cause you to change positions frequently.

If you're frequently changing positions, your sleep is fragmented and you don't get into the deeper stages of sleep (such as REM sleep). This means you'll wake up tired, even if you thought you got 8 hours of sleep. When you're trying out the mattress, you should be able to lie in one position without moving around for at least a few minutes. If you can do that, you've found a good mattress.

Those are the two main criteria. If you find a mattress that keeps you in proper alignment which doesn't cause pressure to your body, you've found a great mattress for you. To help fine-tune it from there, there are a few other things to consider.

## Other criteria

There are several other criteria that you can look for when searching for a mattress.

### Motion transfer

If you share your bed, you want to minimize motion transfer. If your partner gets in or out of bed, or changes positions, you run the risk of being woken up if the mattress transfers too much of that motion to your side of the bed. Try the mattress in the store with your partner, and have your partner switch positions while your back is turned to see how much motion you feel.

### Temperature neutrality

Another issue some people have is heat retention of the mattress. Most good mattresses these days have features to help mitigate this (advanced foams, phase change materials, ventilation, etc). The biggest risk here is with cheap memory foam mattresses.

### Edge support

Lastly, you want a strong edge support on your mattress, particularly if you sleep near the edge of the bed, or sit on the edge of the bed often. Most of the average or better innerspring mattresses use the upgraded foam encasement around the edge, but some of the very cheapest mattresses just use a steel rod on the side. Foam encasement is better. Memory foam mattresses don't often have a separate edge support because of the nature of the foam (it's designed to take the shape of your body, even when you're just sitting on it).

Now that we know the basics of what to look for, let's look at how to actually shop for a mattress.

## The mattress shopping experience

Walking into a mattress store can be an intimidating experience. When you first walk in, you're likely to see a sea of white rectangles and what you perceive to be a slimy, sharky, salesperson out to rip you off. You might be tempted to throw up your hand, say "I'm just looking," and run out of the showroom and buy online.

Luckily, the real mattress shopping experience isn't nearly as bad as I just made it sound, and in this section, you will be better prepared to know where to shop. In this section of the guide, I will walk you through the process of actually trying out the mattresses and selecting the right one, as well as give you some tips to get the best possible price.

## Choosing a mattress store

Your first order of business will be to choose a store to shop at. Feel free to pick several to shop around at, especially if they're near each other. There are several types of stores out there. I will give the pros and cons of each.

### Online:

You can always buy a mattress online. There are dozens, if not hundreds, of sites you can choose from. You can even go to craigslist and get somebody's used mattress for free (eww).

**Pros:** You get to shop for a mattress without leaving your house, you can shop dozens of companies quickly, and you're likely to find a low price. In fact, websites like [US Mattress](#), [Overstock.com](#) and [1800mattress.com](#) tend to have the lowest prices anywhere. There are also direct-to-consumer mattresses like [Leesa](#), [Casper](#), and [Tuft and Needle](#) which sell good mattresses at reasonable prices.

**Cons:** *You can't try the mattress!* This is a huge risk to take with your money and your health. In the previous section, I talked about testing the mattress for comfort and support. How can you make sure the mattress contours to your back and doesn't cause pressure on your side unless you try it?

**If you buy one online without testing it, be sure to get one with a free return policy.** The aforementioned online stores [Leesa](#), [Casper](#), and [Tuft and Needle](#) are popular options for this. The free return policy completely negates the only con of buying online. In fact, if all of this seems like a bit much, it would not be a mistake to just buy a [Leesa](#), try it out, and if you don't like it just send it back.

**Another exception:** If you try a mattress in person, you can buy the same or similar model online if you can do the comparison shopping. In fact, this is the strategy I recommend in my [mattress negotiation guide](#).

([Read more about buying a mattress online here](#))

## Big Box retailers:

These are stores like [Sam's Club](#) and Costco. You can buy a mattress, a gallon of ketchup, and 144 rolls of toilet paper in the same trip.

**Pros:** Low prices, comparable to what you'll find online.

**Cons:** Like online, you often cannot try all of the mattresses (they might have a couple out on display), and even if you can, you will get no expert help in selecting the right one. They also have a smaller selection.

## Department stores:

Many department stores like [Macy's](#) and [Sears](#) will have a section dedicated to mattresses.

**Pros:** You get to try the mattresses, most have a decent selection, and there will be a salesperson there to help you answer questions

**Cons:** The prices are a little higher at department stores than online or at big box retailers. You might need to take advantage of their price match guarantee. The salesperson there is not likely to be well-trained in selecting the right mattress, and very well might have been working in a different department a week ago. Also, there tends to be a lot more foot traffic through the department, so it's awkward to try out the mattresses. Department stores also tend to play "games" with their prices, so be careful.

|             | regular | 60% off |
|-------------|---------|---------|
| Twin XL set | 3497.50 | 1399.00 |
| Full set    | 3747.50 | 1499.00 |
| Queen set   | 4247.50 | 1699.00 |
| King set    | 5497.50 | 2199.00 |

\*this mattress set will be made in the fabric shown on



**Beware of fake “regular” pricing at department stores. The “60% off” numbers are the regular retail price**

## Furniture stores:

Like department stores, furniture stores will also often have a section dedicated to mattresses. This is sensible, since a mattress is a piece of furniture.

**Pros:** It is convenient to have a whole bedroom set and a new mattress delivered at once. Sometimes they’ll give you a very low price on a mattress if you’re buying an entire bedroom set.

**Cons:** The salespeople aren’t usually specialized specifically on mattresses (though this varies by store). The selection is usually a little smaller than a mattress specialty store (but again, this varies)

## Mattress specialty stores:

These guys sell just mattresses and items directly related to mattresses. Some are huge chains (like Sleepy’s and Mattress Firm), some are little local shops.

**Pros:** Most salespeople will be well-trained and knowledgeable about mattresses and sleep. These will usually have the largest selections. Many will have aggressive price match guarantees, so if you’re a good negotiator, you can get the lowest prices here.

**Cons:** The retail prices tend to be higher (but again, most will have a price match guarantee and the most room for negotiation). The experience is highly dependent on how good the salesman is.

## My recommendation:

I recommend doing one of two things.

1. Shop at a mattress specialty store to find the right mattress, then take advantage of their price guarantee to get the lowest price. If the salesman gives you a hard time about matching the price, just buy a comparable model online. Or...
2. Buy a direct-to-consumer mattress like [Leesa](#). With a 100 night free return policy, it’s a low risk investment. Try it out, and then send it back for a full refund if it’s not what you want. [You can read my review of them here.](#)

## In the store

Alright, so you've selected a few stores to go to and you've checked out some online mattress stores to get a general lay of the land. Next, you need to set aside some time to properly try the mattresses. *This is not a purchase that should be made over a lunch break or in a few minutes.* Set aside an afternoon to go mattress shopping. Expect to spend up to an hour or so in a mattress store trying mattresses.

Next, you walk into a store, gaze upon the sea of white rectangles and are approached by a salesperson. What do you do?

The biggest thing to realize is that the salesperson is there to *help* you. Most salespeople I work with genuinely want to help you find the right mattress. The slimy "used car salesman" stereotype is somewhat uncommon (**though not unheard of**) in the mattress business. Just give him or her a chance to help you. Most of the better stores will have a process in place to help find the right mattress. But the key is to take the time to try the mattresses.

Once you've narrowed down which mattresses offer the proper support and relieve the most pressure, it's important to spend some time on that mattress to make sure it works for you. If you're having trouble deciding between two mattresses, spend several minutes on each one. ***Whichever you can spend longer in one position on without tossing and turning is likely the better mattress.*** Try it on your back, try it on your side. Remember to check for proper support and comfort.

## How to negotiate for mattresses

I have a **mattress negotiation guide**, so read that for an in-depth treatment of this topic. I will just summarize here.

The prices of mattresses are negotiable at most retailers and on most brands. In mattress shopping, the general strategy is to play one retailer off of another. Most places have a price guarantee. So if you get a quote from one place, you can take it to a competitor and have them beat the price. Take that price to another competitor and get an even lower price. You can also look up the mattress online (like at **US Mattress**) and get the retailer to match the online price. This is the easiest, least painful way to negotiate on mattresses.

If you don't have time to go back and forth between retailers, online prices are usually the best as long as you are good at comparison shopping. So you can find the mattress that works best for you, and then just buy the comparable model online.

Comparing mattresses can sometimes be tough, though, since the exact model name will differ between stores. Don't let that scare you off, though, because the lineup is usually the same from retailer to retailer. For example, Simmons Beautyrest currently has their recharge lineup. They have 3 major levels of Recharge Beautyrests: the entry level ones, (which used to be called "classic"), the world class models, and a luxury level above that which may differ from retailer to retailer (Beautyrest Black, Beautyrest Legend, etc).

Even though the specific model names will usually differ, a World Class Luxury Plush at one retailer will be virtually identical to a World Class Luxury Plush at another retailer. Here is a more [in-depth guide on mattress comparison shopping](#).

(If you struggle with this step, check out my [Mattress Comparison Shopping Service](#). Let me do the work for you!)

## Types of Mattresses

You might have noticed that in all of this time, I haven't mentioned any details about the construction of the mattresses. I've said very little about coils, types of foam, etc. Truth is, this is possibly the least important part of the guide, but it's still good to know.

There are two basic categories of mattress.

1. **Innerspring.** These are the traditional mattresses with springs (or coils if you prefer). They can be all tied together or individually wrapped
2. **Specialty foam.** These will usually be made of different types of foam. Two categories of specialty foam are latex and memory foam.

Beyond these two major categories, you'll find a few other types of mattresses. Some manufacturers make air mattresses, that use air chambers instead of coils for the support. Also, there are still some waterbeds around, in which water is used for the support. I honestly don't know as much about these two categories of mattresses, and they make up a small part of the mattress industry, so I won't go into them here. The biggest air mattress manufacturer is Select Comfort with their Sleep Number bed. There are several small waterbed manufacturers. Sleep Like The Dead has a [detailed review of Select Comfort here](#) and of [waterbeds here](#).

There is also a category of beds developing called "hybrid beds" which have features similar to a specialty foam mattress on an innerspring support. I would call those much more similar to innerspring mattresses, but you can [read more about hybrids here](#).

## Innerspring mattresses

Most mattresses you're likely to run into are the "innerspring" type. They have metal coils inside of the mattress with foams and fibers on the top.

The lower priced mattresses tend to use the older style coil in which they're all tied together. The hourglass-shaped ones are called "Bonnell" coils, but other manufacturers have stronger variations on that type (like the "offset" coil and the "continuous" coil). These are generally a little less expensive than the individually wrapped coil, but don't contour as well and transfer more motion.



**On the left are Sealy "classic" coils that are all tied together. On the right are the higher end individually wrapped coils.**

The better innerspring mattresses will use individually wrapped coils. This type of coil allows the mattress to contour to your body from the coil level, which give better support and causes less pressure. Additionally, wrapped coils are better at separating motion from side to side on the bed. So if one person bounces around or changes positions, the partner will not feel it as much. The downside? They're usually more expensive.

The foams above the coils will have varying densities. You can get a mattress with firmer foams on the top or softer foams on the top. Some will be in the style of a "pillowtop" (which means the manufacturer sewed an extra cord around the side of the mattress to indicate it has a good amount of foam).

Don't pay too much attention to the exact title of the mattress. One company's "cushion firm" might be similar to another company's "luxury firm" or even a "plush." Just spend some time on each mattress and check for comfort and support, regardless of what the mattress is called or whether or not it's technically a "pillowtop."

## What about coil count?

You may hear people talk about “coil counts.” There is a reason I’ve written this much and haven’t really mentioned them until now. They’re generally not important, as long as you’re not getting the least-expensive mattress. There are too many variables to consider to compare coil counts in one mattress to another. Type of coil, gauge (thickness) of the coil, the number of turns, whether or not its doubled up on the inside, etc. One mattress might have 1,000 coils, and another will have 900, but the 900 coil mattress might have a lot more steel in the coils overall.

The one thing I **can** say is to avoid is any mattress that has 420 or fewer Bonnell coils in a queen size. Those are only suitable for guest rooms, and they’re barely good for that. If the number is above that, you’re probably fine.

## Specialty Foam

There are two major types of specialty foam, and a foam bed will usually have at least one of them, if not both. There is **latex**, and **memory foam**.

Memory foam is probably the most recognized type of foam in bedding. It is a slower-response foam (meaning it takes time to return to its normal position). This has the benefit of not causing pressure to the body. Memory foam is perhaps the best pressure-relieving material that is used in beds today.

Memory foam is often mixed with a type of gel to add additional support and to help keep a more neutral surface temperature. Older styles of memory foam (and cheaper Chinese memory foams) tend to retain heat. Most modern memory foam mattresses don’t have this issue.

Latex foam is the other type of common specialty foam. It tends to be more supportive than memory foam, a lot more durable (I personally have a latex pillow that has been in the same good condition for the past 6 years), it responds a lot more quickly than memory foam, and naturally keeps a more neutral temperature without relying on gel. However, it does not relieve pressure as well as memory foam does, and isn’t as good at separating motion. ([Here is a more detailed look at latex foam](#))

Most of the time, these types of foam will be put on a base of what’s called “poly foam,” which is just a high density, resilient support foam. It’s not really designed for comfort, but it will hold the mattress up. Some lower-end mattresses are only made of poly foam, and these tend to feel harder.

The last thing to be careful of with specialty foam is to be wary of foams made in China. They tend to be lower quality and won't hold up as long as many foams made in America or Europe. I made this mistake with my first mattress shortly after joining the industry. My mattress felt amazing for the first 6 months, but quickly lost both its comfort and support.

## How much to spend

Many people who I talk to have no idea what a mattress is supposed to cost. They hear specials on the TV along the lines of "pillowtop mattresses, queen size sets for only \$299!" and they assume that it's for a good quality every night use bed, and there are options even less than that.

The mattress industry does itself a disservice by advertising like this, because that's usually the absolute rock bottom as far as price and quality go.

You can find a mattress and boxspring set (in a queen size) for as low as \$200 all the way up to as high as you want to spend. For example, a Tempurpedic Grand Bed with a motorized base can run you almost 10,000 dollars, and that isn't even the most expensive mattress. So how much should you spend?

I'll give a breakdown of what you can expect at each price range. This will vary by retailer and by region. If you live in the northeast, the prices will be towards the higher end, if you are in the middle of nowhere, the prices might be a little less. Additionally, these prices are for queen sized mattress and boxspring sets. Subtract ~100-300 for the boxspring, or multiply by ~50% for a king. *(Note: These are what I consider the "real" prices for the mattresses, when they're on sale. Retail prices might be much higher)*

**\$0-200:** This is probably a used mattress from Craigslist. Eww.

**\$200-400:** These are your basic guest room mattresses. Expect to see those 420 coil Bonnell units I warned you about earlier. These may or may not have a pillowtop, and will have a 1 to 5 year warranty ([click here for information about mattress warranties](#)). Can be used by an adult for everynight use in a pinch, or if you're on a really tight budget, but you don't get much in the way of comfort or support.

**\$400-600:** These range from some of the nicer guest room mattresses to maybe the bare minimum for every night use by an adult. You will either get nicer foams on the top than the cheaper ones, or stronger coils, but not usually both. The ones with a 10 year or more warranty will usually have no pressure-relieving foams up top at all, while the ones that have some nice layers of foam will

probably still be using the 420 coil Bonnell unit. These tend to be good for college students on a budget.

**\$600-1000:** These are about the average range for every night use mattresses. These are where a lot of your Sealy Posturepedics and Simmons Beautyrests live. You will get the better coil systems and advanced foams for coil mattresses. This is also the price range that the lowest priced memory foams start appearing. The [direct-to-consumer mattresses](#) I mentioned elsewhere in this article fall somewhere around this price range. If you find a memory foam mattress for significantly less than \$600, you should be very skeptical.

**\$1000-1500:** These mattresses will be the entry level of the luxury mattress. The coil systems might be a little more advanced, or they'll use thicker layers of the specialty foams. The foam mattresses will be a bit thicker, and you start getting into the specialty foam mattresses which were *not* manufactured in China.

**\$1500-2500:** Mattresses at this price range will have just about everything you could hope for in a mattress. You'll get the thickest layers of the best foams, strong coil systems, and longer warranties. Many of your Tempurpedics live in this price range. If you're spending \$2,000 on a mattress, you're very likely to be getting a great one. Warranties tend to be longer here too, ranging from 10-25 years.

**\$2500-5000:** There's honestly not much you can add to a mattress to get to this price range. The best Tempurpedics reach this range, and some of the most expensive Stearns and Foster luxury mattresses come up this high as well. You might start hearing about materials such as "New Zealand wool" and "Mongolian horse hair." Only spend this much on a mattress if the ones at the lower tiers don't keep you in proper alignment or relieve pressure as well and you have the money to spend.

**\$5000+:** I've only ever tried one mattress in this range, a Duxiana, and it did not feel as good as mattresses for 80% less money. There's only so much you can add to a mattress before it's counterproductive. If you're considering spending \$5000 on a mattress, make sure it supports you and is more comfortable than the cheaper ones. Don't just buy it because it's expensive. If you really want to spend \$5000 on your sleep set, your money would be better spent on accessories like an [adjustable base](#) for the mattress. I'd take a \$3000 mattress with a \$2000 adjustable base over a \$5000 mattress any day.

## Conclusion

To sum up, here are the bullet points about how to shop for a mattress:

- Check for proper support, meaning being in proper alignment from head to toe
- Check for comfort, which is a feeling of no pressure to the sensitive parts of your body like shoulders and hips
- Mattress specialty stores tend to give you better service, online tends to give you better prices.
- Shop around and take advantage of price beat guarantees. Since online prices tend to be lower, make the brick and mortar store beat their prices to earn your business.
- If you get a coil mattress, individually pocketed coils tend to be better than ones that are all tied together. Avoid low-count Bonnell units.
- If you get foam, avoid cheap Chinese foam mattresses.
- Expect to spend at least \$750 for a good quality mattress and boxspring set. If you spend more than \$2500 on a queen set, you're deep in the "diminishing returns" territory for your money.
- If all of this seems overwhelming, buying an online mattress with a free return policy is a reasonable alternative. If that doesn't work, then you can go back and try the other steps. [Leesa](#), [Casper](#), and [Tuft and Needle](#) are common choices for this, though there are others.

I hope this helps you get a better night's sleep without spending a penny more than you have to! For more information, read the related articles.

## Related articles

[Should you buy a mattress in store or online?](#): Goes over the pros and cons of buying a mattress in-store vs buying one online.

[Negotiating for a mattress](#): This page gives an easy to follow outline on how to get the best price on any mattress

[Reasons you need a mattress protector](#): One of the key accessories to go along with the mattress is the mattress protector. This isn't some kind of b.s. upsell; it's actually important

[Types of pillows](#): A guide to selecting the right pillow

[What to look for in sheets](#): Sheets can be as confusing as mattresses to buy, and there's a lot of terminology to learn. This guide helps streamline finding new sheets.

[Tricks a dishonest salesman might use](#): Here is a list of things to watch out for when in a mattress store.

[Additional Resources](#)



# Exhibit E

## “Mattress Types”

### The Better Sleep Council

## Mattress Types

### Choosing the right mattress type

Mattresses are designed to provide the support and comfort you need to relax and rest. If you have had your mattress for a while, you may be wondering if it is time to buy a new one. Research shows that people sleep better, suffer less back pain and experience fewer symptoms of stress when sleeping on newer beds. In general, your sleep quality improves if your sleep surface relieves pressure on joints and other areas of the body. Matching your specific comfort needs with the right product is a very subjective process. Mattresses are made with a variety of materials and technologies to deliver support systems that meet the broad array of consumers' needs, tastes, and budgets.

Mattresses should be evaluated every seven years for quality and support. If you haven't shopped for a new mattress recently, there are many options to choose from. The following provides basic information on the different types of mattresses available today so that you are better equipped to choose a mattress that meets your needs.

#### Innerspring Mattress

An innerspring mattress uses a steel coil support system. Manufacturers offer several different types of spring systems, including units with springs connected into a single unit and individually wrapped pocketed coils. Spring shapes, designs, coil gauge, and number of coils in a mattress can vary. The innerspring is covered by padding or upholstery materials, which can include various foams, fiber, and additional layers of smaller steel springs. Coil count can be more arbitrary, but the idea is that the greater the number of coils, the more points of support and greater distribution, thus the better the bed can contour and support the sleeper.

#### Hybrid Mattress

#### Waterbed

#### Foam Mattress

#### Pillow Top Mattress

#### Gel Mattress

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[Choosing the Best Mattress](#)

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#### Innerspring Mattress

#### Hybrid Mattress

A hybrid mattress combines a steel coil support system with one or more types of foam, such as polyurethane foam, memory (or visco elastic) foam, or latex foam, as well as foams that contain gel or other materials.

#### Waterbed

#### Foam Mattress

#### Pillow Top Mattress

#### Gel Mattress

#### Air Bed

#### Memory Foam (Visco) Mattress

#### Latex Mattress

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#### Hybrid Mattress

#### Waterbed

Waterbeds use a water chamber as the support system. Manufacturers offer two types of waterbeds: hard-sided and soft-sided beds. A hard-sided waterbed consists of a water chamber inside a rectangular wood frame. A soft-sided waterbed consists of a water chamber inside a rectangular frame of rigid foam, zippered inside a fabric casing. The water chamber is covered by padding or upholstery materials, which can include with various foams and fiber. Both types of beds usually rest on top of a platform. Waterbeds are designed to look like a conventional bed and fit existing bedroom furniture. The water chamber can be "free flow" (in which nothing obstructs the flow of water within the mattress) or "waveless" (in which fiber or baffles limit the water's motion).

#### Foam Mattress

#### Pillow Top Mattress

#### Gel Mattress

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Innerspring Mattress

Hybrid Mattress

Waterbed

Foam Mattress

Foam mattresses use one or more types of foam as the support system. The foam may be polyurethane foam, memory (or visco elastic) foam, or latex foam, and can contain gel or other materials. The foam used in such mattresses can be manufactured in a variety of shapes and densities to offer consumers a mattress that has different comfort, feel and heat dissipation features.

Pillow Top Mattress

Gel Mattress

Air Bed

Memory Foam (Visco) Mattress

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[Innerspring Mattress](#)

[Hybrid Mattress](#)

[Waterbed](#)

[Foam Mattress](#)

[Pillow Top Mattress](#)

Pillow top mattresses provide an additional upholstery layer sewn into the top of the mattress. This layer can be made from a variety of fiber and foam materials.

[Gel Mattress](#)

[Air Bed](#)

[Memory Foam \(Visco\) Mattress](#)

[Latex Mattress](#)

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[Hybrid Mattress](#)

[Waterbed](#)

[Foam Mattress](#)

[Pillow Top Mattress](#)

[Gel Mattress](#)

Gel mattresses use a type of foam that contains gel in the product's support system, upholstery layers, or both. The gel is added to the foam using deferent types of technology. The gel foam can offer consumers different comfort, feel and heat dissipation features.

[Air Bed](#)

[Memory Foam \(Visco\) Mattress](#)

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Hybrid Mattress

Waterbed

Foam Mattress

Pillow Top Mattress

Gel Mattress

Air Bed

Air beds use an adjustable air chamber as the support system. Unlike the type of air mattresses used for camping, the air chamber of a residential air bed is covered by padding or upholstery materials, which can include various foams and fiber. Air beds allow you to adjust the firmness, and usually allow each side of the bed to be controlled separately in order to meet the individual and changing needs of couples. Air beds are designed to look like a conventional bed.

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## Mattress Types

### Choosing the right mattress type

Mattresses are designed to provide the support and comfort you need to relax and rest. If you have had your mattress for a while, you may be wondering if it is time to buy a new one. Research shows that people sleep better, suffer less back pain and experience fewer symptoms of stress when sleeping on newer beds. In general, your sleep quality improves if your sleep surface relieves pressure on joints and other areas of the body. Matching your specific comfort needs with the right product is a very subjective process. Mattresses are made with a variety of materials and technologies to deliver support systems that meet the broad array of consumers' needs, tastes, and budgets.

Mattresses should be evaluated every seven years for quality and support. If you haven't shopped for a new mattress recently, there are many options to choose from. The following provides basic information on the different types of mattresses available today so that you are better equipped to choose a mattress that meets your needs.

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[Memory Foam \(Visco\) Mattress](#)

Memory foam (or visco elastic foam) mattresses use a high density polyurethane foam as the support system, in the upholstery layer, or both. This foam has properties that allow it to contour closely to the shape of the sleeper.

[Latex Mattress](#)

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**Latex Mattress**

Latex mattresses use latex foam as the support system, in the upholstery layers, or both. Latex may be made from plant or petroleum-based materials.

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Adjustable Foundations

Unlike a stationary foundation or box-spring, an adjustable foundation allows you to bend, elevate or lower various parts of the sleep surface. Many

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adjustable foundations have dual controls that each partner can use to adjust the sleep surface elevation to meet their individual needs. Most adjustable foundations are powered by an electric motor, but some are manually adjusted. They are designed to look like a conventional foundation when placed in the fully horizontal position. For best results, adjustable foundations should be used with a mattress designed for that purpose.

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